

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 26, 1982

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	DALLAS	26.2	21,820
2	60 MINUTES	26.1	21,740
3	M*A*S*H	23.6	19,660
4	E.T. AND FRIENDS(S)	23.2	19,330
5	MAGNUM, P.I.	22.7	18,910
6	CHIPMUNK CHRISTMAS(S)	22.6	18,830
7	CBS TUESDAY NIGHT MOVIES#	21.7	18,080
8	NBC MONDAY NIGHT MOVIES#	21.3	17,740
8	ONE DAY AT A TIME	21.3	17,740
10	FALCON CREST	21.2	17,660
10	JEFFERSONS	21.2	17,660
12	BARBARA WALTERS SPECIAL(S)	21.1	17,580
12	DYNASTY	21.1	17,580
14	SMURFS CHRISTMAS SPECIAL(S)	21.0	17,490
15	SIMON & SIMON	20.7	17,240
15	THREE'S COMPANY	20.7	17,240
17	NEWHART	20.2	16,830
18	REAL PEOPLE	20.1	16,740
19	HART TO HART#	20.0	16,660

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	CHIPMUNK CHRISTMAS(S)	20.1	43,740
2	E.T. AND FRIENDS(S)	19.3	42,100
3	SMURFS CHRISTMAS SPECIAL(S)	18.8	41,110
4	60 MINUTES	16.5	36,020
5	DALLAS	16.2	35,360
6	NIGHT BEFORE CHRISTMAS(S)	15.3	33,280
7	M*A*S*H	15.2	33,080
8	MAGNUM, P.I.	14.4	31,480
9	CHRISTMAS-COMES-PAC-LAND(S)	14.3	31,210
10	THREE'S COMPANY	13.7	29,830
11	DR. SEUSS-GRINCH-XMAS(S)	13.5	29,450
12	REAL PEOPLE	13.5	29,400
13	CBS TUESDAY NIGHT MOVIES#	13.4	29,140
14	WALT DISNEY#	13.3	28,920
15	CHIPS	13.2	28,880
16	ONE DAY AT A TIME	13.2	28,700
17	HILL STREET BLUES	13.0	28,400
18	BUGS BUNNY-LOONEY XMAS(S)	13.0	28,290
19	DUKES OF HAZZARD	12.9	28,160
20	SIMON & SIMON	12.9	28,130
21	LOVE BOAT	12.9	28,110
22	NEWHART	12.9	28,100

WOMEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	DALLAS	21.9	18,920
2	60 MINUTES	21.0	18,140
3	NBC MONDAY NIGHT MOVIES#	18.0	15,540
4	M*A*S*H	17.7	15,260
5	DYNASTY	17.6	15,210
6	E.T. AND FRIENDS(S)	17.5	15,140
7	FALCON CREST	17.5	15,110
8	CBS TUESDAY NIGHT MOVIES#	17.2	14,830
9	ONE DAY AT A TIME	16.9	14,630
10	JEFFERSONS	16.5	14,210
11	MAGNUM, P.I.	16.1	13,940
12	CHIPMUNK CHRISTMAS(S)	16.0	13,850
13	NEWHART	15.7	13,570
14	BARBARA WALTERS SPECIAL(S)	15.7	13,560
15	TRAPPER JOHN, M.D.	15.6	13,430
16	ARCHIE BUNKER'S PLACE	15.5	13,350
17	SIMON & SIMON	15.4	13,310
18	KNOTS LANDING	15.4	13,260

MEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	60 MINUTES	20.0	15,560
2	NFL MONDAY NIGHT FOOTBALL	18.1	14,060
3	HILL STREET BLUES	16.9	13,110
4	NFL FOOTBALL GAME-NBC-SAT(S)	15.8	12,320
5	DALLAS	15.6	12,140
6	ABC SUNDAY NIGHT MOVIE#	15.5	12,090
7	MAGNUM, P.I.	15.1	11,760
8	E.T. AND FRIENDS(S)	14.8	11,520
9	CBS NFL FTBL GM1	14.6	11,340
10	M*A*S*H	14.5	11,240
11	CBS NFL FOOTBALL SPEC.(S)	13.7	10,680
12	NFL FOOTBALL GAME 2-NBC	13.5	10,520
13	THAT'S INCREDIBLE#	13.4	10,410
14	SIMON & SIMON	13.3	10,360
15	BARBARA WALTERS SPECIAL(S)	13.0	10,090
16	ABC NFL FOOTBALL SPECIAL(S)	13.0	10,080
17	CBS TUESDAY NIGHT MOVIES#	12.9	10,050
18	FALL GUY	12.7	9,910
19	NEWHART	12.5	9,740
20	ARCHIE BUNKER'S PLACE	12.3	9,570
20	REAL PEOPLE	12.3	9,570

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 26, 1982

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	E.T. AND FRIENDS(S)	21.6	11,700
2	CHIPMUNK CHRISTMAS(S)	18.5	10,020
3	HILL STREET BLUES	18.1	9,800
4	CBS TUESDAY NIGHT MOVIES#	17.5	9,470
5	DYNASTY	17.3	9,370
6	M*A*S*H	17.3	9,340
7	SMURFS CHRISTMAS SPECIAL(S)	16.6	8,990
8	DALLAS	15.7	8,510
9	HART TO HART#	15.6	8,440
10	NEWHART	15.3	8,310
11	ONE DAY AT A TIME	14.9	8,070
12	60 MINUTES	14.8	8,010
13	FACTS OF LIFE	14.0	7,590
14	NBC MONDAY NIGHT MOVIES#	14.0	7,560
15	NIGHT BEFORE CHRISTMAS(S)	13.8	7,470
15	SIMON & SIMON	13.8	7,470
17	KNOTS LANDING	13.7	7,430
18	CAGNEY & LACEY	13.7	7,410
19	THREE'S COMPANY	13.6	7,350

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	33.0	8,750
2	60 MINUTES	32.0	8,490
3	P. COMO'S CHRISTMAS-PARIS(S)	28.1	7,460
4	LITTLE HOUSE NW BEGINNING#	25.2	6,670
5	FALCON CREST	25.0	6,640
6	NBC MONDAY NIGHT MOVIES#	24.7	6,560
7	ARCHIE BUNKER'S PLACE	24.3	6,450
8	ANDY WILLIAMS XMAS SPEC.(S)	24.1	6,380
9	JEFFERSONS	23.9	6,330
10	GLORIA	23.7	6,270
11	JOHNNY CASH CHRISTMAS SP.(S)	22.6	6,000
12	ONE DAY AT A TIME	21.9	5,800
13	MAGNUM, P.I.	21.7	5,740
14	TRAPPER JOHN, M.D.	20.6	5,450
15	REAL PEOPLE	20.4	5,400
16	CBS EVENING NEWS-RATHER	20.1	5,340
17	LOVE BOAT	19.5	5,180
18	CHRISTMAS IN WASHINGTON(S)	18.8	4,990
19	M*A*S*H	18.7	4,970

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	HILL STREET BLUES	19.4	10,130
2	ABC SUNDAY NIGHT MOVIE#	18.3	9,580
3	NFL MONDAY NIGHT FOOTBALL	17.9	9,330
4	E.T. AND FRIENDS(S)	17.4	9,100
5	NFL FOOTBALL GAME-NBC-SAT(S)	16.4	8,550
6	60 MINUTES	15.2	7,940
7	M*A*S*H	15.0	7,840
8	CBS NFL FTBL GM1	14.0	7,330
9	CHIPS	13.1	6,840
10	CHIPMUNK CHRISTMAS(S)	12.7	6,620
11	FALL GUY	12.7	6,610
12	THREE'S COMPANY	12.5	6,550
13	ABC NFL FOOTBALL SPECIAL(S)	12.5	6,530
13	CBS TUESDAY NIGHT MOVIES#	12.5	6,530
15	NFL FOOTBALL GAME 2-NBC	12.5	6,510
16	MAGNUM, P.I.	12.4	6,500
17	DYNASTY	12.4	6,460
18	NEWHART	12.3	6,420
19	9 TO 5	12.2	6,360

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	31.2	6,320
2	DALLAS	25.2	5,100
3	MAGNUM, P.I.	22.6	4,580
4	P. COMO'S CHRISTMAS-PARIS(S)	21.4	4,340
5	ARCHIE BUNKER'S PLACE	21.4	4,330
6	CBS EVENING NEWS-RATHER	19.8	4,020
7	THAT'S INCREDIBLE#	19.2	3,890
8	JEFFERSONS	19.1	3,880
8	SIMON & SIMON	19.1	3,880
10	LITTLE HOUSE NW BEGINNING#	18.9	3,840
11	FALCON CREST	18.7	3,800
12	GLORIA	18.6	3,780
13	DUKES OF HAZZARD	18.4	3,730
14	REAL PEOPLE	18.3	3,710
15	ONE DAY AT A TIME	18.1	3,670
16	NFL MONDAY NIGHT FOOTBALL	18.0	3,650

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										TOTAL		LADY WORK- PERSONS OF ING. HOUSE WOM.					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL (2+)	LADY HOUSE	WORK- PERSONS OF	ING. HOUSE	WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11			
EVENING CONT'D																																	
ANDY WILLIAMS XMAS SPEC.(S)																																	
1	TUE.	10.00P	60	CBS	GV	98		A	15.1	25	1258	1418	785	287			870	119^	291	309	464	508	462	56^	178^	176^	288	244	30v	3v	56^	35v	
		10.00 - 10.30						A	15.5	25	1291	1435	776	280			861	122^	289	299	449	506	472	65^	187	178^	287	244	45v	6v	57^	35v	
		10.30 - 11.00						A	14.7	25	1225	1393	791	292			875	118^	292	319	475	507	450	48v	169^	172^	288	244	14v	LT	54^	32v	
ARCHIE BUNKER'S PLACE																																	
	SUN.	8.00P	30	CBS	CS	98	99	A	19.5	30	1624	1629	746	325			823	207	368	350	355	398	590	158	272	272	280	267	119	67^	97	70^	
								B	19.3	30	1608	1634	745	275			806	206	356	343	345	396	616	186	302	286	273	270	95	51	117	76	
BARBARA WALTERS SPECIAL(S)																																	
2	TUE.	10.00P	60	ABC	CC		99	A	21.1	34	1758	1502	730	272			772	260	406	403	371	279	573	178	342	338	283	192	64^	47^	93^	81^	
		10.00 - 10.30						A	21.4	33	1783	1521	722	253			766	260	403	392	357	283	566	186	347	342	275	180	71^	51^	118^	98^	
		10.30 - 11.00						A	20.8	35	1733	1477	738	291			776	259	408	411	382	278	582	171	338	333	290	205	53^	43^	66^	62^	
BENSON																																	
	FRI.	8.00P	30	ABC	CS	95	97	A	15.1	25	1258	1754	700	318			791	221	400	386	373	335	633	219	386	361	319	202	157	85^	173	131	
								B	15.8	27	1316	1734	735	289			801	239	430	404	380	312	569	194	352	338	286	177	160	75	204	150	
BRING 'EM BACK ALIVE (B)																																	
1	TUE.	8.00P	60	CBS	A		80	A	10.4	16	866	1853	728	349			732	228^	417	358	381	265^	656	189^	380	365	397	224^	104^	36v	361	237^	
		8.00 - 8.30						A	10.6	16	883	1921	795	424			795	307	490	345	357	254^	678	198^	405	382	413	225^	124^	43v	324	205^	
		8.30 - 9.00						A	10.2	15	850	1766	655	268^			660	141^	337	369	408	273^	627	175^	348	347	380	222^	82^	27v	397	270^	
BUGS BUNNY-LOONEY XMAS(S)																																	
1	MON.	8.30P	30	CBS	EA		99	A	17.3	25	1441	1963	542	346			660	346	481	386	249	124^	438	232	344	297	169	84^	243	116^	622	392	
CAGNEY & LACEY																																	
						8	188	190	A	17.6	28	1466	1602	749	327			822	323	506	497	401	239	576	239	390	338	249	162	136	92	68^	40^
MON. 10.00P 60 CBS OP 98 98																																	
		10.00 - 10.30						B	16.6	27	1383	1475	724	302			783	268	464	453	384	255	544	204	350	325	259	160	89	51	59	33	
		10.30 - 11.00						A	17.6	27	1466	1604	742	325			817	326	512	494	396	233	576	231	390	340	259	162	139	90	72^	38^	
								A	17.7	29	1474	1585	747	326			819	319	496	495	401	245	568	239	382	332	240	161	134	94	64^	39^	
CBS EVENING NEWS-RATHER																																	
	M-F	6.30P	30	CBS	N	99	99	A	15.2	26	1266	1493	692	188			743	103	260	284	354	422	595	112	234	243	298	318	70	32^	85	44^	
								B	13.8	25	1150	1485	699	207			753	123	271	296	350	416	581	127	241	252	277	290	61	26	90	47	
CBS EVENING NEWS-DEAN(B)																																	
2	SUN.	6.30P	30	CBS	N		62	A	6.2	11	516	1857	789	202^			789	172^	299^	325^	320^	429^	817	191^	505	490	488	266^	40v	23v	211^	59v	
CBS EVENING NEWS-DEAN (B)																																	
1	SUN.	6.30P	30	CBS	N		83	A	6.9	12	575	1536	692	146^			704	88v	160^	213^	316^	432	705	184^	325^	270^	376^	331^	94v	LT	33v	19v	
CBS SAT. NEWS-SCHIEFFER																																	
1	SAT.	6.30P	30	CBS	N		86	A	11.8	21	983	1604	679	256			748	111^	235^	299	350	416	658	142^	323	312	328	310	75^	53v	123^	38v	
								B	9.6	18	800	1498	677	199			745	125	272	304	367	394	613	149	270	273	287	286	61	39	79	41	
CBS SAT. NIGHT MOVIE																																	
	SAT.	9.00P	120	CBS	FF		88	97	A	12.6	22	1050	1669	652	261			704	178	412	415	397	239	657	218	409	379	347	190	158	91^	150	118
		9.00 - 9.30						B	15.0	26	1250	1756	692	278			746	223	446	427	395	244	683	239	434	397	363	198	173	64	154	121	
		9.30 - 10.00						A	11.5	19	958	1756	678	242			725	172	388	415	395	277	687	239	430	386	344	199	136	83^	208	151	
		10.00 - 10.30						A	12.0	20	1000	1661	663	258			709	166	387	412	392	261	672	224	417	384	350	194	144	87^	136	109^	
		10.30 - 11.00						A	13.1	23	1091	1613	635	263			690	172	414	418	402	221	628	200	381	363	345	189	162	91^	133	109^	
								A	13.8	25	1150	1654	643	272			701	204	455	420	400	203	652	217	412	382	349	182	17				

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)											
																		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)							
EVENING CONT'D																																							
DUKES OF HAZZARD-CONT'D																																							
8.00 - 8.30																		A 16.9	28	1408	1870	636	177	673	166	320	323	318	305	578	163	297	308	297	238	169	66A	450	241
8.30 - 9.00																		A 19.5	31	1624	1837	634	190	678	158	298	310	320	331	586	158	294	307	309	250	162	59A	411	214
DYNASTY																		A 21.1	35	1758	1551	788	338	865	327	534	470	405	255	536	254	367	295	208	130	85	47A	65A	20A
WED. 10.00P 60 ABC GD 98 99																		B 22.0	36	1833	1566	797	336	880	355	554	479	400	251	536	245	370	313	222	130	88	54	62	32
10.00 - 10.30																		A 21.0	34	1749	1528	773	334	841	312	512	462	396	252	532	246	361	288	208	134	85	43A	70	22A
10.30 - 11.00																		A 21.2	35	1766	1570	801	338	887	342	552	479	413	258	537	259	372	303	207	126	87	51A	59A	18V
E.T. AND FRIENDS(S)																		A 23.2	34	1933	2178	720	273	784	370	606	545	320	141	596	320	470	376	220	109A	258	105A	540	337
2 TUE. 8.00P 60 CBS SF 99																		A 22.8	34	1899	2166	718	276	777	344	589	535	332	153	572	304	440	353	208	115A	252	96A	565	359
8.00 - 8.30																		A 23.5	34	1958	2195	722	269	790	395	623	558	309	127	621	334	503	399	235	103A	266	115A	518	318
8.30 - 9.00																																							
FACTS OF LIFE																		A 17.7	27	1474	1776	748	305	873	351	515	389	323	303	492	203	299	277	193	158	223	143	188	122
WED. 9.00P 30 NBC CS 91 98																		B 18.0	27	1499	1761	754	286	838	305	470	405	326	313	473	169	276	243	201	167	244	157	206	144
FALCON CREST																		A 21.2	36	1766	1516	797	286	857	194	394	431	416	376	491	138	231	238	235	215	115	64A	53A	27A
FRI. 10.00P 60 CBS GD 99 99																		B 20.1	35	1674	1521	819	274	870	218	411	417	430	378	481	142	244	228	229	198	90	55	80	59
10.00 - 10.30																		A 21.4	36	1783	1523	799	283	860	201	393	432	408	382	495	142	230	231	230	221	106	57A	62A	28A
10.30 - 11.00																		A 20.9	36	1741	1512	795	285	853	188	393	430	421	372	492	135	235	245	243	212	127	73	40A	24A
FALL GUY																		A 18.0	27	1499	1716	606	242	647	235	400	381	316	191	661	276	441	372	292	179	191	47A	217	145
WED. 9.00P 60 ABC A 94 99																		B 19.3	29	1608	1821	642	247	690	260	451	419	350	178	672	288	466	398	308	166	199	68	260	185
9.00 - 9.30																		A 16.4	25	1366	1742	592	230	627	221	385	362	305	197	680	286	448	387	300	185	199	51A	236	163
9.30 - 10.00																		A 19.6	30	1633	1686	615	249	660	243	408	395	326	184	643	270	434	359	284	174	183	44A	200	128
FAME																		A 13.1	20	1091	1764	690	250	750	313	480	386	324	208	512	259	371	275	195	124	247	166	255	179
THU. 8.00P 60 NBC GD 94 98																		B 13.2	21	1100	1881	687	272	766	333	517	417	308	202	555	260	397	318	229	128	265	166	295	218
8.00 - 8.30																		A 12.6	20	1050	1693	662	228	715	293	434	354	310	217	499	247	345	251	188	135	237	161	242	167
8.30 - 9.00																		A 13.7	21	1141	1804	709	265	774	331	518	412	332	196	515	273	392	294	195	107	249	166	266	191
FAMILY TIES																		A 15.2	23	1266	1694	761	370	887	391	547	407	308	284	488	200	317	302	212	132	206	121	113	69A
WED. 9.30P 30 NBC CS 91 98																		B 15.5	24	1291	1734	769	316	850	331	496	422	321	293	512	200	319	272	210	165	227	148	145	104
FANTASY ISLAND																		A 15.0	27	1250	1670	600	275	652	239	393	369	326	214	476	182A	297	299	183A	154A	239	112A	303	223
1 SAT. 10.00P 60 ABC A 87																		B 15.7	28	1308	1696	718	312	782	307	501	452	363	220	566	236	380	339	239	151	182	102	166	132
10.00 - 10.30																		A 14.6	26	1216	1724	595	269	645	236	382	361	319	214	502	198A	315	307	186A	164A	252	118A	325	237
10.30 - 11.00																		A 15.5	28	1291	1602	600	277	652	240	399	374	330	213	450	167A	279	286	179A	145A	223	105A	277	206
FATHER MURPHY																		A 12.6	19	1050	1600	751	294	816	193	305	337	379	423	510	116	196	163	208	282	116	60A	158	73A
TUE. 8.00P 60 NBC GD 87 91																		B 13.6	21	1133	1727	790	241	849	184	317	347	380	447	543	145	244	210	218	270	101	51	234	139
8.00 - 8.30																		A 12.0	18	1000	1611	743	301	805	188	299	330	377	419	525	132	213	161	207	282	120A	67A	161	82A
8.30 - 9.00																		A 13.2	19	1100	1584	758	284	822	198	309	343	381	426	494	105A	181	163	204	280	113	54A	155	66A
GAVILAN																		A 10.9	16	908	1711	751	330	804	278	455	409	380	279	715	308	445	402	287	209	107A	42A	85A	51A
TUE. 9.00P 60 NBC A 94 93																		B 11.4	17	950	1698	734	279	781	232	419	403	386	287	679	253	426	375	309	214	126	45	112	69
9.00 - 9.30																		A 10.7	16	891	1714	754	336	816	274	447	403	389	295	705	312	425	380	271	215	98A	40A	95A	59A
9.30 - 10.00																		A 11.2	17	933	1688	740	325	787	282	457	412	366	264	717	300	456	416	299	202	110A	41A	74A	45A
GIMME A BREAK																		A 12.8	22	1066	1857	707	283	797	212	412	420	408	288	516	195	306	281	211	176	318	199	226	152
SAT. 9.00P 30 NBC CS 85 88																		B 13.5	23	1125	1950	723	251	793	244	452	414	362	274	527	193	314	296	232	168	272	143	358	251
GLORIA																		A 18.9	29	1574	1623	755	321	831	225	379	355	348	400	552	145	266	266	271	240	127	82	113	82
SUN. 8.30P 30 CBS CS 98 99																		B 19.1	29	1591	1635	762	294	827	235	392	372	352	379	572	186	297	283	250	235	99	63	137	89

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																			
GOLD MONKEY																																			
1	WED.	8.00P	7	ABC	A	10	168	200	A	14.4	22	1200	2010	639	228	690	294	473	418	313	177	628	254	415	380	297	159	311	135	381	271				
		& 8.19P	12				95	98	B	15.7	24	1308	1899	621	267	664	277	450	414	317	167	647	279	465	420	300	146	233	94	355	256				
2 WED. 8.00P - 8.30 8.30 - 9.00																																			
			60						A	14.3	22	1191	2097	648	252	702	310	465	428	294	195^	650	283	428	378	277	157^	343	156^	402	287				
									A	15.6	24	1299	2115	648	260	689	300	469	425	311	178^	671	313	449	392	277	150^	337	151^	418	302				
HAPPY DAYS																																			
	TUE.	8.00P	30	ABC	CS	10	170	197	A	15.5	23	1291	1932	648	272	714	289	487	394	315	191	533	234	361	305	229	124	301	167	384	256				
							93	98	B	19.1	29	1591	1968	692	288	755	356	545	431	297	169	492	246	364	293	195	98	302	172	419	285				
HART TO HART																																			
1	TUE.	10.00P	60	ABC	PD	9	193		A	20.0	33	1666	1557	725	252	741	316	506	467	367	184	486	249	363	322	208	95^	184	116^	146	66^				
		10.00 - 10.30					98		B	18.7	31	1558	1630	768	302	838	342	575	495	393	209	572	262	406	344	235	130	134	77	86	50				
		10.30 - 11.00							A	19.5	32	1624	1523	702	242	717	298	492	458	367	174	460	237	341	314	194	92^	187	109	159	76^				
									A	20.6	35	1716	1575	740	258	758	331	518	474	367	189	505	259	379	329	216	94^	180	120^	132^	58^				
HILL STREET BLUES																																			
	THU.	10.00P	60	NBC	OP	12	215	215	A	19.6	32	1633	1739	723	312	781	337	600	541	393	138	804	400	621	540	343	133	115	46^	39^	27^				
		10.00 - 10.30					99	99	B	19.0	32	1583	1710	713	328	768	334	556	499	369	161	759	363	583	515	347	131	137	60	46	30				
		10.30 - 11.00							A	19.2	30	1599	1750	716	305	770	326	592	534	390															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. #	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11												
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+										
EVENING CONT'D																																						
LOVE BOAT-CONT'D																																						
9.00 - 9.30										A	17.1	29	1424	1827	725	324	837	285	442	388	345	349	543	207	307	309	237	192	181	81^	266	200						
9.30 - 10.00										A	19.6	33	1633	1843	714	324	819	286	443	393	334	330	544	208	309	298	232	196	199	94	281	200						
LOVE, SIDNEY										11	144	157	A	11.2	19	933	1774	701	261	782	200	395	421	421	280	456	144	251	253	220	149	341	219	195	129			
SAT.										9.30P	30	NBC CS	86	88	B	12.1	20	1008	1898	727	253	790	247	452	421	365	270	490	179	289	276	224	157	271	150	347	239	
MAGNUM, P.I.										11	193	200	A	22.7	35	1891	1665	682	258	738	192	373	370	391	303	623	210	345	312	291	243	155	47^	149	108			
THU.										8.00P	60	CBS PD	98	98	B	22.6	35	1883	1738	725	269	779	215	407	400	402	306	629	201	361	338	315	229	155	44	175	118	
8.00 - 8.30										A	21.3	34	1774	1653	689	259	743	187	362	358	390	318	613	201	330	297	285	248	152	48^	145	99						
8.30 - 9.00										A	24.1	37	2008	1670	673	256	728	194	379	378	391	290	628	214	356	322	301	237	159	47^	155	115						
M*A*S*H										8	192	194	A	23.6	33	1966	1683	693	317	775	331	474	406	322	252	573	245	399	355	250	155	186	107	149	104			
MON.										9.00P	30	CBS CS	98	99	B	24.0	34	1999	1678	720	314	790	308	486	438	333	255	568	241	379	336	247	162	169	83	151	104	
MATT HOUSTON										10	196	183	A	12.6	19	1050	1729	643	248	713	225	391	356	334	282	653	218	408	384	354	211	218	109^	145	115^			
SUN.										8.00P	60	ABC PD	98	95	B	15.2	23	1266	1892	686	310	779	283	475	432	364	253	706	259	477	442	365	188	177	63	230	166	
8.00 - 8.30										A	11.5	18	958	1746	649	246	721	225	394	365	335	285	653	209	401	371	362	220	221	109^	151	118^						
8.30 - 9.00										A	13.6	21	1133	1714	638	250	708	226	391	353	333	278	653	224	413	396	350	202	213	107	140	111						
NBC FAMILY CHRISTMAS(S)											194		A	16.3	23	1358	1748	729	278	837	272	487	429	380	290	535	206	329	328	271	142^	172^	125^	204	134^			
2 MON.										9.00P	60	NBC GV		95																								
9.00 - 9.30										A	16.6	23	1383	1798	748	279	852	284	503	440	383	290	543	217	334	342	273	142^	181	134^	222	142^						
9.30 - 10.00										A	16.1	23	1341	1679	705	274	816	257	468	414	374	290	519	191	317	311	267	141^	160^	113^	184	125^						
NBC MONDAY NIGHT MOVIES										9	190		A	21.3	32	1774	1488	836	271	876	224	427	448	448	369	480	143	269	223	227	187	77^	35^	55^	31^			
1 MON.										9.00P	120	NBC FF		96																								
9.00 - 9.30										B	17.6	27	1466	1598	784	300	849	255	469	441	429	316	545	190	329	304	262	174	120	64	84	51						
9.30 - 10.00										A	20.4	29	1699	1476	820	262	856	200	395	422	446	378	493	155	280	228	217	188	82^	29^	45^	29^						
10.00 - 10.30										A	21.7	31	1808	1484	865	282	905	230	441	468	465	379	462	134	263	226	221	175	73^	30^	44^	34^						
10.30 - 11.00										A	21.9	34	1824	1479	830	267	867	230	428	447	432	362	463	130^	254	205	229	187	73^	37^	76^	36^						
										A	21.2	35	1766	1501	826	268	869	231	435	448	450	359	504	156	279	231	241	200	76^	44^	52^	21^						
NBC NEWS CAPSULE-M-F										59	161	174	A	13.2	20	1100	1852	724	288	787	272	444	417	346	276	553	216	340	286	224	190	214	123	298	174			
M-F										8.58P	1	NBC N		85	87	B	13.1	20	1091	1828	729	265	791	250	427	397	353	305	582	205	340	307	256	205	187	105	268	184
NBC NEWS CAPSULE-2-M-F										26	168	174	A	12.9	19	1075	1715	754	300	804	285	494	476	377	242	607	249	405	374	280	157	148	76	156	97			
1 MON.										9.55P	1	NBC N		89	90	B	12.8	20	1066	1740	729	298	783	288	482	456	361	237	625	251	421	376	289	167	176	81	156	111
1 W & F										9.58P	1																											
2 TU&TH										9.58P	1																											
NBC NEWS CAPSULE-SAT										12	142	157	A	10.2	17	850	1986	752	396	878	261	477	421	407	331	528	170	260	270	247	205	251	151	329	234			
SAT.										8.58P	1	NBC N		79	79	B	12.1	20	1008	2015	756	271	830	265	449	395	347	311	546	193	314	290	236	182	257	138	382	284
NBC NEWS CAPSULE-2-SAT.										7		144	A	9.8	17	816	1675	699	357	819	173^	436	474	499	256^	382	94^	211^	226^	189^	156^	267^	203^	207^	150^			
2 SAT.										9.58P	1	NBC N		82		B	10.3	17	858	1807	700	237	772	224	425	412	378	264	539	177	309	303	262	174	222	143	274	182
NBC NEWS CAPSULE-SUN										12	168	181	A	16.1	24	1341	1846	729	289	783	268	479	485	415	220	620	234	404	397	307	153	185	85^	258	201			
1 SUN.										9.15P	1	NBC N		89	90	B	13.8	20	1150	2015	704	281	760	272	484	439	369	222	667	246	443	395	330	175	254	123	334	245
2 SUN.										9.04P	1																											
NBC NEWS CAPSULE-2-SUN.										5	143		A	11.6	18	966	1568	753	246^	809	231^	500	487	475	251	628	167^	397	377	363	193^	52^	52^	79^	79^			
1 SUN.										10.06P	1	NBC N		86		B	15.4	23	1283	1726	737	297	787	284	517	473	404	218	674	252	455	414	343	174	165	101	100	74
NBC NIGHTLY NEWS-SAT.										10		168	A	9.8	18	816	1789	739	111^	809	99^	301	272^	343	463	794	179^	354	385	397	307	77^	43^	109^	39^			
2 SAT.										6.30P	30	NBC N		89		B	10.1	19	841	1581	723	204	770	143	302	264	338	420	629	137	297	289	317	280	67	35	115	77

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	WOMEN 18-49		25-54	35-64		55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																																		
NBC NIGHTLY NEWS										59	207	207	A 11.9	20	991	1546	696	226	750	150	311	317	386	376	610	148	283	271	298	290	81	47^	105	68
M-F 6.30P 30 NBC N										99	99	99	B 11.2	20	933	1551	714	222	762	155	318	310	368	393	621	146	276	273	295	301	79	39	89	60
NBC SUNDAY NIGHT MOVIE										9	150	201	A 17.8	28	1483	1689	740	294	779	257	473	471	403	230	640	228	426	415	341	142	125	63^	145	111
1 SUN. 9.17P 120 NBC FF										89	99	99	B 17.8	28	1483	1739	709	286	758	282	503	451	381	201	675	280	464	405	315	160	192	96	114	85
2 SUN. 9.06P 120																																		
9.00 - 9.30													A 21.6	32	1799	1922	664	314	706	246	425	419	343	200	689	287	504	473	346	100^	232	125^	295	226
9.30 - 10.00													A 17.8	26	1483	1784	739	317	777	276	474	466	386	228	656	253	444	426	328	141	155	74^	196	144
10.00 - 10.30													A 18.0	28	1499	1652	756	279	796	266	491	477	411	231	618	208	405	400	344	142	113	60^	125	104
10.30 - 11.00													A 18.1	30	1508	1595	756	284	794	254	488	483	426	231	628	218	410	405	346	145	92	45^	81	66^
NEW ODD COUPLE										8	179	184	A 13.6	22	1133	1750	673	308	751	212	403	378	354	296	682	267	439	381	317	189	165	91^	152	117
FRI. 8.30P 30 ABC CS										95	96	96	B 14.5	24	1208	1717	714	304	785	239	426	404	372	292	603	225	388	366	292	168	144	71	185	140
NEWHART										8	189	192	A 20.2	29	1683	1670	726	343	807	316	495	443	367	262	578	231	381	349	248	172	172	107	113	80
MON. 9.30P 30 CBS CS										98	99	99	B 21.5	31	1791	1599	734	316	799	284	473	444	360	272	561	225	356	325	245	174	129	68	110	78
NEWSBREAK TUE (B)										112			A 9.7	15	808	1778	758	260^	769	162^	379	362	447	335	545	126^	249^	292^	329	232^	LT	LT	464	286^
1 TUE. 8.58P 1 CBS N										76																								
NEWSBREAK-M-F										58	166	178	A 16.1	24	1341	1687	681	246	735	202	361	353	359	312	546	170	297	275	279	214	153	65	253	143
1 M & TH 8.58P 1 CBS N										89	91	91	B 15.8	24	1316	1742	693	255	755	230	403	385	357	291	550	188	315	289	258	200	162	75	275	170
1 WED. 9.21P 2																																		
FRI. 8.57P 2																																		
2 M-TH 8.58P 1																																		
NEWSBREAK-SAT.										12	161	178	A 14.2	24	1183	2261	618	186	673	255	416	382	271	208	604	262	418	346	274	154	250	114	734	404
1 SAT. 8.57P 2 CBS N										89	92	92	B 12.7	21	1058	2095	700	213	746	232	431	391	352	271	605	222	383	344	303	186	206	74	538	337
2 SAT. 8.28P 1																																		
NEWSBREAK-SUN.										12	180	186	A 18.0	27	1499	1652	737	311	828	225	405	387	358	375	536	145	279	275	274	218	141	83	147	109
SUN. 8.58P 1 CBS N										94	95	95	B 19.1	28	1591	1658	762	296	834	236	400	378	366	376	573	169	293	287	277	237	107	60	144	87
NFL MONDAY NIGHT FOOTBALL										6	204	207	A 19.1	32	1591	1595	507	202	541	177	317	282	263	187	883	360	587	519	418	229	93	23^	78	47^
MON. 9.00P 195 ABC SE										96	99	99	B 20.1	33	1674	1550	474	192	504	178	307	281	244	161	884	346	580	514	425	239	99	19	63	44
9.00 - 9.30													A 19.1	28	1591	1672	518	217	548	172	321	279	268	192	851	325	544	484	414	250	136	49^	137	100
9.30 - 10.00													A 21.8	31	1816	1674	521	226	546	186	323	288	260	184	886	347	578	503	423	249	122	42^	120	71
10.00 - 10.30													A 22.2	33	1849	1661	537	222	573	186	339	319	281	194	896	348	589	525	436	235	109	22^	83	44^
10.30 - 11.00													A 20.5	32	1708	1641	515	207	548	166	330	305	285	182	893	365	599	533	431	212	125	22^	75	47^
11.00 - 11.30													A 18.3	32	1524	1461	483	166	519	176	309	266	258	171	878	377	601	532	409	206	41^	LT	23^	10^
11.30 - 12.00													A 16.2	36	1349	1456	451	157	493	167	279	246	236	176	894	410	608	530	391	219	42^	8^	27^	14^
NIGHT BEFORE CHRISTMAS(S)										187			A 14.9	25	1241	2682	736	215	826	346	601	496	336	214	665	332	493	372	274	140^	312	145^	879	531
2 SAT. 8.30P 30 CBS EA										98																								
9 TO 5										10	199	202	A 19.1	29	1591	1751	682	302	724	302	460	401	310	215	552	244	400	343	259	121	248	127	227	176
TUE. 9.30P 30 ABC CS										97	98	98	B 20.1	30	1674	1798	740	307	813	347	541	455	343	218	543	237	386	329	239	121	243	130	199	149
ONE DAY AT A TIME										10	157	200	A 21.3	32	1774	1618	724	321	824	288	455	404	348	327	493	144	256	255	231	207	183	107	118	90
SUN. 9.30P 30 CBS CS										93	99	99	B 20.4	30	1699	1655	756	291	844	261	440	412	364	351	523	187	293	278	229	188	154	90	134	97
P. COMO'S CHRISTMAS-PARIS(S)										191			A 18.8	34	1566	1534	668	228	809	164	284	278	333	476	536	122^	214	229	258	277	97^	51^	92^	73^
2 SAT. 10.00P 60 ABC GV										98																								
10.00 - 10.30													A 19.6	35	1633	1532	646	240	795	170	288	284	333	456	533	128^	219	227	252	273	99^	54^	105^	85^
10.30 - 11.00													A 18.1	33	1508	1520	687	212	816	157^	275	266	328	494	535	114^	209	230	263	279	93^	46^	76^	57^

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11								
EVENING CONT'D																																			
POWERS OF MATTHEW STAR										12	164	181	A 11.4	19	950	2053	710	308	764	253	495	451	388	224	627	214	458	401	322	154	320	154	342	236	
FRI. 8.00P 60 NBC GD										89	94	B 12.3	21	1025	2002	716	301	778	276	488	440	396	228	626	226	422	376	324	174	264	119	334	252		
8.00 - 8.30												A 11.0	18	916	2072	722	292	775	249	497	446	398	236	632	207	456	406	334	158	326	164	339	232		
8.30 - 9.00												A 11.8	19	983	2026	698	319	752	258	493	460	379	209	612	217	454	393	308	148	318	146	344	237		
PRIVATE BENJAMIN										9	188	A 14.0	20	1166	1504	644	314	671	187	321	312	341	290	477	131	284	256	234	166	211	92	145	130		
2 MON. 8.30P 30 CBS CS										98	B 15.8	23	1316	1768	657	274	711	264	437	390	313	223	527	202	352	314	239	147	251	131	279	206			
QUINCY, M.E.										10	191	202	A 13.9	23	1158	1566	725	300	785	299	511	468	353	212	666	249	470	412	323	160	105	77	10	LT	
WED. 10.00P 60 NBC OP										95	99	B 14.4	24	1200	1548	724	284	782	276	469	460	350	243	585	230	395	353	259	158	132	87	49	30		
10.00 - 10.30												A 13.7	22	1141	1564	715	300	774	294	497	449	341	211	666	253	472	411	321	158	112	79	12	LT		
10.30 - 11.00												A 14.1	24	1175	1563	732	300	791	303	521	487	360	209	663	244	465	409	325	161	100	77	9	LT		
REAL PEOPLE										11	189	210	A 20.1	30	1674	1756	697	246	755	223	369	371	309	321	571	202	315	269	234	221	188	104	242	129	
1 WED. 8.25P 35 NBC PV										95	98	B 17.6	28	1466	1780	754	251	809	230	394	366	344	362	570	183	310	283	248	227	167	89	234	158		
2 WED. 8.00P 60												A 19.6	31	1633	1860	714	287	787	225	361	376	318	348	629	227	341	305	259	244	173	101	271	137		
8.00 - 8.30												A 20.5	31	1708	1708	688	232	743	222	374	369	306	312	548	194	306	256	223	210	192	106	225	124		
8.30 - 9.00																																			
REMINGTON STEELE										11	188	187	A 13.2	23	1100	1701	661	312	728	318	502	449	319	185	650	228	456	442	349	148	211	126	112	52	
FRI. 10.00P 60 NBC GD										98	96	B 12.8	23	1066	1761	681	301	752	289	509	469	377	186	626	232	442	421	326	139	221	90	162	121		
10.00 - 10.30												A 13.4	23	1116	1737	678	318	749	334	525	459	317	186	649	222	455	448	351	151	207	122	132	67		
10.30 - 11.00												A 12.9	22	1075	1671	652	306	712	306	483	441	319	184	660	241	466	436	347	149	211	129	88	38		
RIPLEY'S BELIEVE IT-NOT										11	175	A 10.3	18	858	1803	538	240	664	238	433	359	305	195	811	317	521	417	371	245	150	121	178	169		
2 SUN. 7.00P 60 ABC U										94	B 11.9	19	991	2037	667	299	750	306	528	463	348	183	731	293	521	470	367	159	214	102	342	260			
7.00 - 7.30												A 10.5	18	875	1809	547	253	676	230	423	344	316	215	804	310	512	420	369	239	140	120	189	189		
7.30 - 8.00												A 10.0	18	833	1794	527	223	648	247	443	369	293	173	819	324	527	414	375	253	162	119	165	147		
RUDOLPH'S SHINY NEW YEAR(S)										197	A 14.6	22	1216	2224	595	178	667	311	465	373	245	178	356	189	274	250	134	66	385	254	816	522			
1 MON. 8.00P 60 ABC EA										98	A 14.3	21	1191	2217	587	191	660	310	459	364	242	181	334	175	250	226	126	66	385	258	838	549			
8.00 - 8.30												A 15.0	22	1250	2208	599	162	667	309	468	380	245	175	375	203	296	271	137	64	378	248	788	492		
8.30 - 9.00																																			
ST. ELSEWHERE										7	198	203	A 11.8	19	983	1538	704	281	748	253	459	412	359	256	675	297	472	429	301	151	94	54	21	LT	
TUE. 10.00P 60 NBC GD										99	99	B 11.7	19	975	1499	724	269	767	267	465	432	376	244	594	231	406	379	292	146	97	41	41	17		
10.00 - 10.30												A 11.8	19	983	1549	713	283	764	257	459	406	360	270	673	288	458	412	308	161	95	53	17	LT		
10.30 - 11.00												A 11.7	20	975	1530	698	277	736	251	464	423	360	240	676	304	486	445	296	141	94	54	24	LT		
SEVEN BRIDES/SEVEN BRO(B)										130	A 14.2	21	1183	1477	665	307	756	203	325	316	361	354	461	126	219	203	232	207	114	21	146	57			
1 WED. 8.24P 60 CBS MD										83	A 12.7	18	1058	1480	644	330	760	245	341	323	315	335	444	112	201	185	230	209	139	12	137	51			
8.30 - 9.00												A 16.8	24	1399	1460	686	282	748	162	313	309	406	370	477	138	241	222	232	203	88	34	147	61		
9.00 - 9.30																																			
SEVEN BRIDES/SEVEN BROS.										9	174	A 12.2	19	1016	1558	692	287	756	248	394	385	361	309	505	193	271	202	223	197	156	94	141	91		
2 WED. 8.00P 60 CBS MD										91	B 14.1	22	1175	1639	687	293	789	269	418	378	343	304	449	149	239	203	198	177	169	97	232	145			
8.00 - 8.30												A 12.1	19	1008	1521	672	263	755	253	390	371	331	320	475	178	244	194	207	195	150	93	141	92		
8.30 - 9.00												A 12.2	19	1016	1598	714	312	760	247	402	399	390	297	536	210	299	210	238	198	159	92	143	92		
SILVER SPOONS										13	150	173	A 12.6	21	1050	1898	711	329	810	235	417	366	364	330	523	180	267	264	237	197	233	128	332	242	
SAT. 8.30P 30 NBC CS										86	88	B 14.4	25	1200	1965	742	270	812	253	430	385	344	315	521	181	301	279	230	175	263	140	369	273		
SIMON & SIMON										9	167	193	A 20.7	32	1724	1632	702	243	774	222	435	430	415	273	600	171	341	312	308	225	144	49	114	81	
THU. 9.00P 60 CBS PD										92	98	B 21.0	32	1749	1626	727	266	780	229	427	425	413	281	582	187	350	315	301	198	147	48	117	78		
9.00 - 9.30												A 20.1	31	1674	1645	697	235	765	212	418	419	413	278	602	166	334	312	313	232	158	53	120	88		
9.30 - 10.00												A 21.3	32	1774	1616	701	247	777	228	446	441	418	265	598	176	346	313	304	218	133	46	108	75		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
															K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- ING HOUSE WOM.		WOMEN					MEN		
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2							TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOTAL	6-11				
EVENING CONT'D																																
60 MINUTES																																
SUN. 7.00P 60 CBS DN 12 205 206																																
7.00 - 7.30 A 26.1 42 2174 1657 792 323 835 207 369 366 376 391 716 202 365 358 363 291 50^ 24^ 56^ 33^																																
7.30 - 8.00 A 24.9 40 2074 1610 751 277 795 169 333 348 375 396 686 182 345 343 343 285 60 25 69 41																																
A 24.8 41 2066 1643 783 315 827 207 365 365 372 386 718 203 368 360 362 291 43^ 20^ 55^ 31^																																
A 27.6 44 2299 1652 792 327 834 203 368 364 378 391 705 197 358 354 360 287 57 27^ 56 34^																																
SMJRES CHRISTMAS SPECIAL(S) 212																																
2 MON. 8.00P 30 NBC EA 99																																
A 21.0 31 1749 2350 644 278 738 332 515 441 289 188 505 279 361 324 158 118^ 257 141 850 507																																
SQAARE PEGS 10																																
2 MON. 8.00P 30 CBS CS 184																																
A 13.5 20 1125 1661 666 364 703 242 409 372 331 250 476 179^ 290 218 196^159^ 228 150^ 254 227																																
B 15.5 24 1291 1848 649 277 722 284 460 397 305 218 507 207 346 298 228 133 302 167 317 234																																
STAR OF THE FAMILY 9 142																																
1 THU. 8.30P 30 ABC CS 88																																
A 11.3 17 941 1744 556 216^ 563 218^ 352 345 269 162^ 422 174^ 253^225^ 180^136^ 402 222^ 357 237^																																
B 12.3 19 1025 1855 590 224 659 251 405 358 285 208 514 202 340 303 234 139 293 182 389 270																																
T.J. HOOKER 11 177																																
2 SAT. 8.00P 60 ABC OP 92																																
A 14.6 25 1216 1760 742 329 802 167^ 417 422 400 352 665 210 366 378 357 230 161^ 27^ 132^ 72^																																
B 14.9 26 1241 1726 704 283 769 195 412 407 414 297 650 198 378 375 342 222 138 51 169 115																																
A 13.7 23 1141 1771 769 340 840 201^ 459 449 405 353 671 218 377 386 352 228 131^ 16^ 129^ 65^																																
A 15.6 26 1299 1732 713 317 764 135^ 377 395 390 350 651 199 350 366 357 228 184^ 37^ 133^ 76^																																
T.J. HOOKER(B) 141																																
1 SAT. 8.00P 60 ABC OP 82																																
A 9.9 17 825 1884 797 354 859 249^ 454 386 410 358 733 198^ 362 368 352 316 104^ 44^ 188^ 96^																																
A 9.3 16 775 1849 805 398 866 233^ 457 404 433 368 739 170^ 342 376 373 332 98^ 41^ 146^ 35^																																
A 10.5 18 875 1902 784 311 845 259^ 447 370 386 347 723 221^ 375 356 329 304 110^ 46^ 224^ 148^																																
TAXI 12 209 208																																
A 13.0 20 1083 1717 708 291 745 325 538 470 331 168 687 350 508 431 273 132 162 93^ 123 96^																																
THU. 9.30P 30 NBC CS 98 99																																
B 13.1 20 1091 1754 706 324 769 351 544 476 314 179 716 363 535 463 286 139 159 79 110 84																																
THAT'S INCREDIBLE 11 190																																
2 MON. 8.00P 60 ABC PV 96																																
A 17.7 26 1474 1630 651 219 737 180 377 323 311 321 706 261 401 353 291 265 113^ 36^ 74^ 58^																																
B 17.2 26 1433 1811 651 245 690 208 398 380 350 241 697 241 437 402 342 210 176 53 248 172																																
8.00 - 8.30 A 16.8 25 1399 1573 641 200 716 162^ 351 318 313 324 687 244 381 347 294 266 112^ 27^ 58^ 44^																																
8.30 - 9.00 A 18.7 28 1558 1664 653 233 748 193 395 322 305 317 717 276 418 357 285 258 111^ 45^ 88^ 69^																																
THREE'S COMPANY 10 199 205																																
TUE. 9.00P 30 ABC CS 97 98																																
A 20.7 31 1724 1730 633 272 687 274 426 370 294 206 532 239 381 306 232 127 268 137 243 178																																
B 22.3 33 1858 1832 699 287 769 324 502 421 326 212 522 233 372 308 220 122 281 158 260 192																																
TOO CLOSE FOR COMFORT 10 189 194																																
THU. 9.00P 30 ABC CS 95 95																																
A 17.8 27 1483 1684 643 224 689 244 417 389 332 216 479 204 308 290 211 133 266 159 250 171																																
B 18.6 29 1549 1784 709 261 779 287 480 430 362 237 505 205 323 294 216 141 240 147 260 196																																
TRAPPER JOHN, M.D. 10 160 199																																
SUN. 10.00P 60 CBS GD 93 99																																
A 19.7 32 1641 1543 736 277 818 287 439 405 351 332 520 172 303 290 240 182 179 105 26^ 18^																																
B 18.3 30 1524 1535 764 290 845 245 439 413 405 351 530 185 306 284 242 184 116 70 44 30																																
10.00 - 10.30 A 19.7 31 1641 1541 723 279 812 293 439 399 342 328 510 169 297 284 233 180 178 104 41^ 29^																																
10.30 - 11.00 A 19.7 33 1641 1538 746 273 821 283 436 410 356 334 529 169 307 297 252 185 181 107 7^ 4^																																
20/20 10 196 201																																
THU. 10.00P 60 ABC DN 98 99																																
A 14.8 24 1233 1450 703 237 730 217 381 374 396 282 587 180 301 309 287 226 90^ 27^ 43^ 39^																																
B 15.1 25 1258 1485 719 239 755 196 389 402 401 290 612 159 318 322 300 241 74 36 44 31																																
10.00 - 10.30 A 15.9 25 1324 1477 711 245 739 219 387 375 397 288 575 169 290 302 286 222 106 34^ 57^ 53^																																
10.30 - 11.00 A 13.8 23 1150 1394 688 220 714 212 371 367 390 276 594 189 308 314 279 230 66^ 17^ 20^ 20^																																
VOYAGERS 10 179 184																																
1 SUN. 7.17P 60 NBC A 93 93																																
2 SUN. 7.06P 60																																
A 11.9 19 991 2301 602 219 684 325 495 456 292 145 695 279 525 451 349 131 338 129 584 377																																
7.00 - 7.30 A 9.6 16 800 2148 584 226^ 702 348 447 430 300 195^ 685 221^ 455 374 380 193^ 338 172^ 457 283^																																
7.30 - 8.00 A 11.9 19 991 2370 609 224 702 348 517 476 292 138 689 287 535 455 341 118^ 370 145 609 398																																
WALT DISNEY 10 163																																
1 SAT. 8.00P 60 CBS FV 90																																
A 15.0 25 1250 2314 639 219 673 261 398 380 271 215 588 259 402 363 245 149^ 251 128^ 802 455																																
B 13.9 24 1158 2175 697 240 746 263 451 407 346 250 596 224 387 359 293 172 227 85 606 398																																
CONT'D																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-34	35-49	50-59	60-69	70-79	80-89	90-99	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																															
WALT DISNEY-CONT'D																															
		8.00 - 8.30						A		14.5	25	1208	2276	663	245	687	264	405	400	282	214	594	255	394	358	253	163^	228	112^	767	432
		8.30 - 9.00						A		15.4	26	1283	2356	616	193	658	259	391	362	260	213	582	262	410	367	240	134^	275	144^	841	478
*LATE FRINGE																															
ABC NEWS:NIGHTLINE-MON																															
	MON.	12.45A	30	ABC	N	94	97	A		3.2	17	267	1176	505	150^	517	176^	270^	221^	217^	225^	659	183^	512	487	424^	135^	LT	LT	LT	LT
								B		4.3	17	358	1255	543	180	567	164	308	334	308	176	665	252	416	409	303	210	21	LT	LT	LT
ABC NEWS:NIGHTLINE-T-F																															
	1 TUTHF	11.30P	30	ABC	N	97	96	A		6.4	18	533	1248	616	192	655	183	361	347	369	242	541	148	277	312	280	207	21^	13^	31^	17^
	1 WED.	11.30P	38					B		6.1	18	508	1297	597	206	641	167	365	354	374	221	614	192	349	350	295	209	27	12	15	LT
	2 TU-F	11.30P	30																												
		11.30 - 12.00						A		6.5	18	541	1244	609	192	644	179	354	343	362	240	547	154	285	315	277	206	21^	13^	32^	18^
ABC WEEKEND REPORT-SAT.																															
	SAT.	11.00P	15	ABC	N	88	88	A		5.4	11	450	1324	576	216^	589	164^	348	351	324	212^	555	148^	328	369	331	149^	51^	18^	129^	129^
								B		5.5	12	458	1340	584	219	630	186	344	337	319	230	553	210	369	331	259	139	82	53	75	64
ABC WEEKEND REPORT-SUN.																															
	1 SUN.	11.00P	15	ABC	N	90	91	A		3.7	9	308	1169	642	117^	675	282^	399	331^	170^	276^	494	150^	263^	272^	240^	195^	LT	LT	LT	LT
	2 SUN.	12.11A	15					B		4.0	10	333	1287	580	179	624	219	399	379	305	184	581	181	378	343	294	178	46	LT	36	20
CBS NEWS NIGHTWATCH																															
	1 MTUTHS	2.00A	30	CBS	N	74	72	A		1.6	19	133	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
	2 M-THSU	2.00A	30					B		1.5	19	125	315	157	98	183	52	104	101	92	57	128	44	68	72	73	LT	LT	LT	LT	
CBS NEWS NIGHTWATCH-2																															
	M THSU	2.30A	210	CBS	N	92	92	A		1.0	23	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		2.30 - 3.00						B		1.0	24	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		3.00 - 3.30						A		1.4	21	117	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		3.30 - 4.00						A		1.2	23	100	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		4.00 - 4.30						A		1.0	24	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		4.30 - 5.00						A		.9	24	75	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		5.00 - 5.30						A		.8	25	67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
		5.30 - 6.00						A		.8	24	67	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
								A		1.0	26	83	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
CBS SUNDAY NEWS-OSGOOD																															
	SUN.	11.00P	15	CBS	N	69	69	A		6.7	13	558	1409	770	359	806	272	427	409	373	338	524	147^	279	303	262	190^	79^	61^	LT	LT
								B		6.2	13	516	1288	659	238	688	156	273	294	322	361	546	155	298	321	265	199	36	20	18	12
DAVID LETTERMAN I																															
	1 MTUTH	12.30A	30	NBC	GV	95	96	A		3.1	16	258	1112	508	159^	608	213^	341	293	253	217^	473	236	387	287	203^	54^	27^	23^	LT	LT
	1 WED.	12.39A	30					B		3.0	17	250	1103	487	178	549	238	341	266	214	174	507	286	421	322	174	63	43	LT	LT	LT
	2 M-TH	12.30A	30																												
DAVID LETTERMAN II																															
	1 MTUTH	1.00A	30	NBC	GV	95	96	A		2.2	15	183	1115	454	147^	596	274^	389	273^	169^	186^	492	306^	427	223^	147^	55^	27^	LT	LT	LT
	1 WED.	1.09A	30					B		2.3	17	192	961	390	141	452	219	288	208	154	136	476	297	405	275	137	52	32	LT	LT	LT
	2 M-TH	1.00A	30																												
LAST WORD																															
	1 TUE.	12.00M	63	ABC	N	93	93	A		2.7	11	225	1018	528	146^	577	137^	289	307	334	199^	396	134^	214^	240^	191^	137^	40^	27^	LT	LT
	1 WED.	12.08A	60					B		2.8	12	233	1182	549	177	584	148	342	338	349	175	552	211	322	321	255	175	44	LT	LT	LT
	1 TH & F	12.00M	60																												
	2 TU-F	12.00M	60																												
		12.00 - 12.30						A		3.2	11	267	1030	535	127^	581	143^	296	296	330	210^	423	149^	236	258	196^	146^	22^	LT	LT	LT
		12.30 - 1.00						A		2.2	10	183	1000	535	148^	590	137^	284^	322^	350	191^	356	126^	186^	213^	164^	121^	54^	43^	LT	LT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK # DAY		START TIME		DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME WK # DAY START TIME DUR NET TYPE										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
										TOTAL		WOMEN		MEN		TEENS		CHILDREN					
										18-34		18-49		25-54		35-64		18-34		18-49		12-17	
										TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL		TOTAL	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
LOVE BOAT DAYTIME-CONT'D																																	
		11.00 - 11.30						A	4.0	19	333	1144	636 179	694 321	450 331	309 192	188 105	120 94	45 59	111 90	151 27												
		11.30 - 12.00						A	4.8	21	400	1203	627 185	695 335	458 343	308 179	230 125	150 125	58 70	115 90	163 48												
NBC SPECIAL TREAT(S)																																	
1	TUE.	4.00P	60	NBC	FV	79		A	3.5	9	292	1336	682 216	785 140	295 315	363 385	291 79	116 116	59 175	81 17	179 168												
		4.00 - 4.30						A	3.8	10	317	1151	671 111	671 31	145 271	350 400	278 54	120 120	66 158	32 32	170 170												
		4.30 - 5.00						A	3.2	8	267	1517	682 334	903 266	465 357	367 359	293 105	105 105	41 188	138 LT	183 162												
NEWSBREAK-11.57																																	
1	M TH	11.57A	2	CBS	N	91	91	A	6.8	30	566	1187	625 100	702 176	317 287	296 352	351 95	141 114	113 199	19 10	115 21												
2	M-F	11.57A	2					B	6.7	30	558	1220	691 99	756 190	340 318	331 367	335 106	143 112	104 176	25 14	104 28												
NEWSBREAK-3.57																																	
	M-F	3.57P	2	CBS	N	98	98	A	6.4	20	533	1323	864 171	923 214	435 427	459 426	229 49	97 76	110 122	67 43	104 29												
								B	6.2	20	516	1234	845 156	911 211	458 442	462 395	172 54	85 57	67 82	73 46	78 40												
ONE LIFE TO LIVE																																	
	M-F	2.00P	60	ABC	DD	99	99	A	8.1	30	675	1231	868 257	931 451	667 512	381 205	197 81	119 103	76 65	68 57	35 LT												
		2.00 - 2.30						B	7.9	30	658	1247	817 236	909 432	645 479	365 213	205 99	125 84	57 72	65 54	68 22												
		2.30 - 3.00						A	7.9	29	658	1228	870 272	935 461	675 506	368 205	198 80	119 100	79 66	60 52	35 LT												
								A	8.3	31	691	1220	859 239	917 435	653 517	390 202	197 83	122 105	77 64	74 64	32 LT												
PRICE IS RIGHT 1																																	
	M-F	11.00A	30	CBS	AP	98	99	A	6.8	32	566	1253	654 99	726 180	304 260	281 396	365 103	150 129	121 202	30 11	132 27												
								B	6.7	33	558	1242	701 93	760 197	340 310	316 385	345 109	147 121	110 180	32 13	105 27												
PRICE IS RIGHT 2																																	
								A	8.1	36	675	1273	626 86	711 176	300 254	277 386	403 129	169 143	124 222	33 15	126 25												
1 M-TH 11.30A 30 CBS AP 98 99																																	
1 FRI. 11.30A 25																																	
2 M-F 11.30A 30																																	
RYAN'S HOPE																																	
	M-F	12.30P	30	ABC	DD	95	95	A	5.4	22	450	1216	738 225	805 381	556 430	333 198	253 113	172 137	107 69	84 55	74 13												
								B	5.6	22	466	1181	732 200	831 393	575 434	333 208	220 96	128 111	80 78	55 41	75 20												
SEARCH FOR TOMORROW																																	
	M-F	12.30P	30	NBC	DD	89	89	A	2.3	9	192	1203	760 176	864 255	370 323	360 411	271 52	62 67	73 193	LT LT	52 LT												
								B	2.5	10	208	1215	809 138	881 242	361 322	316 443	248 62	88 81	89 147	23 LT	63 LT												
TATLETALES																																	
	M-F	4.00P	30	CBS	QG	59	59	A	2.7	8	225	1391	814 160	858 227	328 365	320 453	377 120	146 115	97 231	LT LT	139 31												
								B	2.6	8	217	1218	783 128	826 218	387 374	359 369	287 74	92 78	93 188	23 LT	82 28												
TEXAS																																	
1	M-TH	11.00A	60	NBC	DD	84	84	A	2.9	13	242	1149	806 169	889 297	434 347	356 389	169 33	44 54	53 115	LT LT	91 LT												
1	FRI.	11.00A	55					B	2.6	12	217	1205	824 185	910 326	476 374	374 370	179 38	53 53	59 117	LT LT	95 LT												
2	M-F	11.00A	60																														
		11.00 - 11.30						A	2.9	14	242	1153	805 166	889 281	422 351	363 397	165 37	45 53	49 112	LT LT	95 20												
		11.30 - 12.00						A	2.9	13	242	1140	801 178	892 317	442 343	348 384	161 25	41 50	49 111	LT LT	87 LT												
TODAY SHOW-7.30AM																																	
	M-F	7.30A	30	NBC	N	99	99	A	4.4	22	367	1286	678 193	724 103	270 354	414 353	455 104	185 214	188 224	47 LT	60 28												
								B	4.2	22	350	1274	660 172	693 94	224 317	382 358	481 73	182 237	254 229	43 25	57 34												
TODAY SHOW-8.30AM																																	
	M-F	8.30A	30	NBC	N	99	99	A	4.7	23	392	1245	710 142	779 127	281 288	317 437	405 59	132 138	139 254	LT LT	54 LT												
								B	4.4	22	367	1214	727 133	764 132	270 302	335 416	397 46	131 158	177 229	20 15	33 LT												
\$25,000 PYRAMID																																	
	M-F	10.00A	30	CBS	QP	82	82	A	3.8	19	317	1246	605 123	694 169	305 319	338 331	312 82	142 148	129 154	47 LT	193 47												
								B	3.5	17	292	1213	682 132	756 215	370 370	346 318	313 124	171 141	104 129	35 17	109 27												
WHEEL OF FORTUNE																																	
	M-F	10.30A	30	NBC	QG	90	90	A	4.8	23	400	1225	667 115	755 190	345 313	354 345	343 103	165 147	132 161	15 LT	112 18												
								B	4.8	23	400	1304	717 122	798 221	393 364	375 329	304 98	144 124	107 147	59 40	143 44												

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

41

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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IN THE NEWS-		9.26AM										14		180		180		A	3.4		16	283	1724		301^	96^	340^138^					195^177^					135^					95^					327^191^		246^215^		95^					62^		264^126^		793		413^																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
SAT.		9.26A		3		CBS		CN				95		95		B	3.4		15	283	1528		285	115	304					139					205					165					130					70					326		176		230					165					121					78		185		83		713		397																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
IN THE NEWS-		9.56AM										8		174		172		A	3.6		15	300	1683		300^	160^	326^153^					203^183^					107^					66^					433		252^		337^296^					120^					81^		171^		70^		753		356^																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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IN THE NEWS-		11.56AM										12				143		A	3.6		12	300	2160		497^	140^	497^320^					357^307^					117^					95^					687^490^		490^458^		123^					164^		482^363^		494^		270^																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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IN THE NEWS-		10.56AM										14		171		169		A	6.3		23	525	1783		307	158^	377					232					259					226^					88^					77^					392		298		321					217^					73^					57^		358		198^		656		381																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
SAT.		10.56A		3		CBS		CN				84		83		B	5.3		20	441	1637		349	150	394					222					271					183					92					103					334		216		274					203					95					46		220		104		689		374																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
IN THE NEWS-		11.26AM										14		170		169		A	6.3		22	525	1859		376	190^	425					258					303					262					114^					74^					361		262		262					188^					61^					84^					386		222^		687		427																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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2ND DEC. 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	WOMEN	
18-	18-	25-	35-	55+	18-	18-	25-	35-	55+	TOTAL	FEM.	6-11																					
WEEKEND DAYTIME CONT'D																																	
NCAA POST SEASON-I-CONT'D																																	
3.00 - 3.30										A	2.3	6	192	1531	521^115v	521^125v	172v125v	197v308v	777^417^	547^442^	301v230v	93v LT	140v	62v									
3.30 - 4.00										A	3.2	9	267	914	374^79v	374^67v	105v86v	169v232^	461^105v	180v132v	282^258^	.79v LT	LT	LT									
NCAA TODAY SPEC. EDITION(S)										192	A	4.4	15	367	1373	379^115v	379^111v	186^210^	180^104v	580^218^	296^365^	329^166v	204^114v	210^	115v								
2 SAT. 12.00N 15 CBS SC										99																							
NCAA FOOTBALL SPECIAL(S)																																	
2 SAT. 12.15P 200 CBS SE										193	A	3.7	11	308	1367	406^68v	409^85v	179v175v	246^156v	649^134v	266^303^	451^281^	185v100v	124v	91v								
12.30 - 1.00										A	3.9	12	325	1231	360^77v	360^50v	111v178v	193^132v	540^136v	203^240^	344^226^	215^111v	116v	86v									
1.00 - 1.30										A	3.9	11	325	1311	393^80v	393^83v	139v123v	207^187v	631^110v	206^270^	471^315^	192^83v	95v	68v									
1.30 - 2.00										A	3.6	11	300	1397	476^77v	476^87v	222^209^	303^180v	617^124v	227^306^	416^264^	187v87v	117v	83v									
2.00 - 2.30										A	4.3	13	358	1478	430^39v	430^67v	201^210^	319^153v	699^157v	322^346^	480^279^	181^114v	168v	131v									
2.30 - 3.00										A	3.4	10	283	1336	374^50v	374^82v	176v122v	232^170v	672^98v	261^269^	488^333^	156v106v	134v	106v									
3.00 - 3.30										A	3.0	9	250	1412	380^56v	396^100v	196v148v	248^148v	768^104v	372^364^	607^324^	164v80v	84v	72v									
NFL '82-NBC-SAT(S)										200	A	6.9	18	575	1327	321^134^	390^88v	234^217^	220^138^	776^276^	530^397^	413^217^	23v23v	138^	104v								
1 SAT. 3.30P 30 NBC SC										97																							
NFL FOOTBALL GAME-NBC-SAT(S)																																	
1 SAT. 4.00P 187 NBC SE										209	A	15.7	34	1308	1622	400^163^	427^116^	234^211	217^170^	942^370	653^579	478^238	169^52^	84^	58^								
4.00 - 4.30										A	11.2	28	933	1367	307^147^	364^92^	222^188^	184^142^	867^328	615^530	452^219^	116^25v	20v	20v									
4.30 - 5.00										A	14.1	34	1175	1557	357^138^	413^123^	240^207	188^158^	958^363	693^582	500^228	148^41v	38v	38v									
5.00 - 5.30										A	15.4	35	1283	1681	388^164^	433^121^	237^193	206^175^	1006^390	698^612	531^251	169^53^	73^	50^									
5.30 - 6.00										A	14.8	32	1233	1723	434^180^	453^107^	240^228	248^184^	1010^403	705^630	516^252	190^59^	70^	41v									
6.00 - 6.30										A	18.0	35	1499	1606	403^159^	403^98^	207^198	225^170	919^355	626^576	467^240	174^47^	110^	70^									
6.30 - 7.00										A	19.6	36	1633	1675	437^176^	444^129^	239^231	224^171	923^363	618^561	458^243	188^66^	120^	78^									
NFL '82-NBC-SAT(S)										206	A	7.3	24	608	1334	223^177^	270^147^	270^238^	123^ LT	463^153^	185^274^	218^189^	377^263^	224^	105^								
2 SAT. 12.00N 30 NBC SC										99																							
NFL FOOTBALL GAME-NBC-SA(S)																																	
2 SAT. 12.30P 197 NBC SE										208	A	13.4	39	1116	1395	299^100^	334^95^	204^182^	159^113^	760^240	407^411	376^289	180^98^	121^	73^								
12.30 - 1.00										A	9.7	30	808	1337	280^137^	323^123^	222^202^	141^77^	608^175^	276^354^	313^254^	263^148^	143^	77^									
1.00 - 1.30										A	12.1	35	1008	1530	374^149^	423^152^	288^238	182^111^	702^185^	359^444	412^258	237^147^	168^	85^									
1.30 - 2.00										A	13.6	40	1133	1372	322^105^	354^107^	224^186^	166^111^	781^243	437^459	403^285	110^29v	127^	64^									
2.00 - 2.30										A	13.5	41	1125	1361	271^85^	310^87^	182^157^	148^115^	802^274	471^426	379^287	149^74^	100^	68^									
2.30 - 3.00										A	15.5	45	1291	1422	279^81^	312^76^	175^161^	156^121^	837^290	462^402	374^320	178^101^	95^	71^									
3.00 - 3.30										A	16.2	46	1349	1380	291^82^	312^71^	181^172^	164^118^	787^259	414^393	369^307	184^105^	97^	69^									
NFL '82-NBC										6	A	5.9	18	491	1473	411^185^	452^189^	274^196^	182^145^	738^282	482^417	372^176^	205^46v	78^	36v								
SUN. 12.30P 30 NBC SC										92	B	5.6	17	466	1461	413^174	443^142	237^210	189^171	737^271	503^416	388^195	159^63	122^	73								
NFL FOOTBALL GAME 1-NBC																																	
1 SUN. 1.00P 178 NBC SE										6	A	12.9	31	1075	1456	369^116	401^91^	182^177	185^189	798^272	479^444	370^257	150^30^	107^	77^								
2 SUN. 1.00P 196										208	B	12.7	30	1058	1495	375^130	403^104	219^202	212^156	839^298	522^480	412^250	152^39	101^	68								
1.00 - 1.30										A	10.0	27	833	1363	336^117^	356^88^	168^161	162^161	738^225	445^445	378^229	192^37v	77^	38v									
1.30 - 2.00										A	12.5	30	1041	1384	367^126	397^95^	180^175	173^188	735^228	405^393	335^263	149^27v	103^	76^									
2.00 - 2.30										A	13.0	31	1083	1433	360^106^	403^86^	175^172	181^198	794^307	486^453	321^243	126^23v	110^	81^									
2.30 - 3.00										A	13.3	31	1108	1517	373^120	419^72^	172^182	212^208	842^304	513^467	380^261	135^29^	121^	91^									
3.00 - 3.30										A	14.2	32	1183	1486	382^104	409^94^	182^172	189^201	826^260	502^453	410^272	140^27^	111^	83^									
3.30 - 4.00										A	13.9	31	1158	1519	391^120	421^115	205^190	183^189	813^274	494^438	389^264	161^28^	124^	97^									
NFL FOOTBALL GAME 2-NBC																																	
CONT'D										3	A	15.4	31	1283	1634	475^176	509^161	287^265	242^176	821^280	508^459	421^260	171^63^	133^	96								

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND DEC. 1982 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2	KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
								AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54			35-64	55+		
WEEKEND DAYTIME CONT'D																											
SUNDAY MORNING																											
	SUN.	9.00A	90	CBS N		12 166 164		A	5.0 23	417	1345	597 225^	621 141^	259^	290^	278^	317	489 103^	235^	280^	273^	207^	67^	168^	127^		
						94 93		B	4.9 23	408	1361	567 178	592 140	238	255	267	300	588 173	324	379	306	201	.37	144	81		
		9.00 - 9.30						A	4.3 23	358	1478	616 229^	635 184^	287^	297^	269^	308^	479 121^	251^	242^	229^	228^	57^	307^	243^		
		9.30 - 10.00						A	5.5 24	458	1273	582 225^	598 133^	259^	310	279	288	472 100^	240^	283	271	189^	70^	133^	100^		
		10.00 - 10.30						A	5.3 21	441	1288	587 225^	630 111^	231^	268^	290	351	500 89^	212^	298	304	202^	72^	86^	59^		
SUPERFRIENDS																											
	SAT.	8.00A	30	ABC CA		13 175 175		A	2.3 18	192	1703	245^ 47^	245^ 73^	131^	130^	99^	93^	228^ 78^	150^	162^	114^	51^	229^ 77^	1001 652			
						93 93		B	3.0 23	250	1731	191 100	232 86	131	107	116	90	125 44	85	80	74	33	201 56	1173 707			
THIS WEEK-DAVID BRINKLEY																											
	SUN.	11.30A	60	ABC N		12 184 187		A	4.5 15	375	1203	560 143^	609 LT	99^	137^	329	470	557 92^	245^	224^	297^	283^	21^ 21^	16^ 16^			
						98 98		B	4.0 14	333	1374	568 174	614 92	194	205	289	368	640 150	305	296	316	293	38 17	82 42			
		11.30 - 12.00						A	4.5 15	375	1104	526 128^	566 LT	91^	120^	294^	440	480 88^	213^	203^	234^	245^	42^ 42^	16^ 16^			
		12.00 - 12.30						A	4.6 15	383	1253	580 156^	630 LT	104^	146^	350	484	607 93^	265^	234^	345	308^	LT LT	16^ 16^			

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
E	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
K	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
W	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
E	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
K	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV		WK. 1	61.6	64.3	65.2	66.0	67.9	69.3	69.5	70.4	70.8	71.5	70.9	70.2	66.3	64.2	61.5	59.4
(See Def. 1)		WK. 2	61.9	63.6	64.7	66.4	68.0	69.5	70.1	70.7	70.2	71.3	70.2	69.0	65.3	64.0	61.1	59.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,160 20.6	15,240 18.3		19,910 23.9		17,910 21.5		21,240 25.5				
	ABC TV						HAPPY DAYS	LAVERNE & SHIRLEY		THREE S COMPANY		9 TO 5 (OP)		HART TO HART				
	AVERAGE AUDIENCE (Households (000) & %)						14,410 17.3	13,910 16.7		17,490 21.0		16,490 19.8		16,660 20.0				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						27 16.3	18.3	25 16.6	16.8	31 20.5	21.5	30 19.9	19.7	33 19.2	19.5* 19.8	32* 20.5	20.6* 20.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,410 13.7	17,830 21.4		15,990 19.2								
	CBS TV						BRING EM BACK ALIVE (B) (OP)		JOHNNY CASH CHRISTMAS SP.		ANDY WILLIAMS XMAS SPEC.							
	AVERAGE AUDIENCE (Households (000) & %)						8,660 10.4	10.6*	10.2* 16.4		16.5*	16.4* 15.1		15.5*	14.7* 15.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 10.6	16* 10.6	9.9	15* 10.5	25 16.3	25* 16.6	25* 16.4	25* 16.3	25* 16.0	25* 15.1	25* 14.7	25* 14.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,160 17.0	13,660 16.4		14,830 17.8								
	NBC TV						FATHER MURPHY (OP)		GAVILAN (SUS-OP)		ST. ELSEWHERE							
	AVERAGE AUDIENCE (Households (000) & %)						11,080 13.3	12.9*	10,080 12.1		11.7*	12.6* 13.8		13.6*	14.0* 13.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 12.9	20* 12.9	13.8	21* 13.5	18 11.8	17* 11.6	19* 12.4	19* 12.8	23 13.5	22* 13.8	24* 13.9	24* 14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,410 16.1	12,410 14.9		19,240 23.1		16,740 20.1		22,160 26.6				
	ABC TV						HAPPY DAYS	LAVERNE & SHIRLEY		THREE S COMPANY		9 TO 5 (OP)		BARBARA WALTERS SPECIAL				
	AVERAGE AUDIENCE (Households (000) & %)						11,330 13.6	11,330 13.6		16,910 20.3		15,330 18.4		17,580 21.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 13.0	20 14.2	20 13.0	20 14.2	30 19.6	28 21.0	28 18.3	34 21.1	33* 21.6	33* 21.6	35* 21.6	35* 20.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						25,740 30.9	26,990 32.4		CBS TUESDAY NIGHT MOVIES I WAS A MAIL ORDER BRIDE								
	CBS TV						E.T. AND FRIENDS MAGICAL MOVIE VISTORS (OP)											
	AVERAGE AUDIENCE (Households (000) & %)						19,330 23.2	22.8*	18,080 21.7		20.6*	22.5* 22.1*		22.1* 22.1		21.8* 22.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						34 22.7	34* 22.9	34* 23.8	34* 23.2	34 20.6	30* 20.6	34* 22.2	34* 22.7	35* 22.1	35* 22.1	36* 22.1	36* 21.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,500 15.0	11,160 13.4		11,000 13.2								
	NBC TV						FATHER MURPHY (OP)		GAVILAN (OP)		ST. ELSEWHERE							
	AVERAGE AUDIENCE (Households (000) & %)						9,910 11.9	11.1*	8,080 9.7		9.6*	9.8* 9.7		8,080 9.7		10.0*	9.4* 9.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						17 10.6	16* 11.6	16* 12.5	18* 12.8	14 10.0	14* 9.3	15* 9.8	15* 9.7	16* 10.3	16* 9.8	16* 9.4	16* 9.4
TV HOUSEHOLDS USING TV		WK. 1	61.3	62.9	62.8	63.0	63.7	65.3	66.1	66.5	67.0	67.4	66.2	65.6	62.3	60.9	59.6	58.5
(See Def. 1)		WK. 2	61.9	64.1	64.1	65.3	66.6	68.1	68.7	69.2	68.2	67.5	66.8	66.1	64.5	63.3	61.3	58.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 8	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 9	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 10	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 11	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 12	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 13	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 14	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 15	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 16	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 17	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 18	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 19	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 20	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 21	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 22	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 23	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 24	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 25	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 26	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 27	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 28	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 29	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 30	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 31	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 32	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 33	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 34	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
WEEK 35	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{													

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						10,580 12.7		10,830 13.0		16,410 19.7		14,910 17.9		16,080 19.3			
	ABC TV						JOANIE LOVES CHACHI		STAR OF THE FAMILY		TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)						9,080 10.9		9,410 11.3		13,990 16.8		13,410 16.1		11,830 14.2		15.1*	13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 10.2	11.5	17 11.0	11.5	26 16.2	17.5	25 16.0	16.3	23 15.8	24 *	13.7	22 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						24,240 29.1				20,580 24.7				18,990 22.8			
	CBS TV						MAGNUM, P.I. (OP)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)						19,490 23.4	22.0*		24.7*	17,330 20.8	20.2*		21.4*	15,740 18.9	18.7*		19.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						36 21.0	35 *	37 *	24.6	32 19.9	31 *	33 *	21.7	31 18.6	29 *	19.0	32 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						15,160 18.2				11,830 14.2		11,160 13.4		19,330 23.2			
	NBC TV						FAME (OP)				CHEERS		TAXI (SUS-OP)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)						11,250 13.5	12.8*		14.2*	10,330 12.4		10,160 12.2		16,160 19.4	18.9*		19.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 12.7	20 *	22 *	14.4	19 12.6	12.2	19 11.8	12.5	32 18.1	30 *	20.2	34 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						15,160 18.2		12,830 15.4		17,240 20.7		15,160 18.2		16,990 20.4			
	ABC TV						CHRISTMAS-COMES- PAC-LAND		JOANIE LOVES CHACHI		TOO CLOSE FOR COMFORT		IT TAKES TWO (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)						13,080 15.7		11,750 14.1		15,580 18.7		13,660 16.4		12,830 15.4	16.6*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 15.4	26 *	21	14.6	28 18.0	19.3	25 16.4	16.4	25 16.8	26 *	14.9	24 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						22,570 27.1				20,990 25.2				18,910 22.7			
	CBS TV						MAGNUM, P.I. (OP)				SIMON & SIMON				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)						18,330 22.0	20.5*		23.5*	17,080 20.5	19.9*		21.2*	15,490 18.6	18.8*		18.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 19.6	32 *	36 *	23.6	31 19.7	30 *	32 *	21.3	31 18.9	30 *	18.5	32 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						14,660 17.6				11,660 14.0		12,500 15.0		20,080 24.1			
	NBC TV						FAME (OP)				CHEERS		TAXI (OP)		HILL STREET BLUES			
	AVERAGE AUDIENCE (Households (000) & %)						10,580 12.7	12.3*		13.1*	10,080 12.1		11,500 13.8		16,410 19.7	19.5*		19.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 12.6	19 *	20 *	13.1	18 12.3	11.9	21 13.2	14.3	32 19.0	31 *	20.1	34 *
TV HOUSEHOLDS USING TV		WK. 1	59.8	61.1	60.5	61.7	61.6	63.4	65.3	66.5	65.1	65.8	65.3	66.2	64.2	63.0	60.6	58.3
See Def. 1)		WK. 2	59.8	61.0	60.9	62.1	62.8	63.6	65.0	66.4	65.3	66.1	65.6	66.0	64.2	62.9	59.9	56.9

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)					14,160 17.0		12,910 15.5		15,080 18.1							
	ABC TV					BENSON		NEW ODD COUPLE						ABC FRIDAY NIGHT MOVIE DON'T GO TO SLEEP (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					12,910 15.5		11,410 13.7		9,080 10.9		10.4*		9.8*		11.2*	12.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.2	15.8	21 13.5	13.9	17 10.1	16 *	10.6	10.1	15 *	9.6	18 *	21 *
E	TOTAL AUDIENCE (Households (000) & %)					20,080 24.1				25,320 30.4				20,990 25.2			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,830 19.0	17.6*		20.4*	21,820 26.2	25.5*		26.9*	17,330 20.8	20.9*		20.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.7	28 *	20.4	32 *	40 24.8	39 *	26.2	41 *	35 21.3	34 *	20.5	35 *
1	TOTAL AUDIENCE (Households (000) & %)					13,410 16.1				15,910 19.1				15,990 19.2			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,910 11.9	11.5*		12.3*	13,240 15.9	15.4*		16.4*	12,410 14.9	15.2*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 11.2	18 *	12.0	19 *	24 15.1	23 *	16.2	25 *	25 15.1	25 *	14.8	25 *
W	TOTAL AUDIENCE (Households (000) & %)					14,080 16.9		12,160 14.6		16,240 19.5							
	ABC TV					BENSON		NEW ODD COUPLE						ABC FRIDAY NIGHT MOVIE DR. NO(R) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					12,250 14.7		11,160 13.4		9,410 11.3	10.5*		9.8*		11.8*		13.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.9	15.4	22 13.3	13.5	19 10.5	17 *	9.8	16 *	21 *	12.1	12.9	23 *
E	TOTAL AUDIENCE (Households (000) & %)					18,160 21.8				25,410 30.5				21,570 25.9			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,490 17.4	16.1*		18.6*	21,820 26.2	25.4*		26.9*	17,910 21.5	21.9*		21.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 15.5	28 *	18.5	31 *	43 24.5	42 *	26.6	44 *	38 22.3	38 *	21.2	38 *
2	TOTAL AUDIENCE (Households (000) & %)					12,250 14.7				12,410 14.9				12,410 14.9			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					9,080 10.9	10.5*		11.3*	10,080 12.1	11.9*		12.3*	9,500 11.4	11.6*		11.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					18 10.7	18 *	10.9	19 *	20 11.8	19 *	12.2	20 *	20 11.7	20 *	11.3	20 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.7	60.7	61.3	62.3	63.5	64.1	63.6	64.4	65.6	66.7	66.4	65.7	61.6	60.6	60.0
		WK. 2	55.2	55.7	55.4	57.0	57.9	58.9	59.3	60.5	60.8	61.4	61.2	61.1	58.1	56.4	56.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				10,750 12.9					15,910 19.1					15,330 18.4			
	ABC TV					T.J. HOOKER(B) (R)(OP)				LOVE BOAT (OP)				FANTASY ISLAND					
	AVERAGE AUDIENCE (Households (000) & %)	{				8,250 9.9	9.3*	10.5*		12,080 14.5	13.4*	15.6*		12,500 15.0	14.6*	15.5*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				17 9.0	16* 9.5	18* 10.0		24 12.6	23* 14.2	26* 15.2		27 14.2	26* 15.0	28* 15.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				16,330 19.6					16,490 19.8								
	CBS TV					WALT DISNEY WINNIE THE POOH AND TIGER TOO (OP)				CBS SAT. NIGHT MOVIE CRY FOR THE STRANGERS									
	AVERAGE AUDIENCE (Households (000) & %)	{				12,500 15.0	14.5*	15.4*		9,250 11.1	10.9*	10.7*		11.3*		11.6*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				25 14.2	25* 14.8	26* 15.4		19 11.1	18* 10.6	18* 10.8		20* 11.3	20* 11.2	21* 11.7			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				12,000 14.4	11,000 13.2		11,910 14.3	11,080 13.3	8,410 10.1								
	NBC TV	(1)				DIFF RENT STROKES-SAT.		SILVER SPOONS (OP)	GIMME A BREAK		LOVE, SIDNEY (SUS-OP)	DEVLIN CONNECTION (B)							
	AVERAGE AUDIENCE (Households (000) & %)	{				10,000 12.0	9,910 11.9		10,330 12.4	9,750 11.7	6,750 8.1		8.0*		8.3*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				21 11.3	20 12.8	20 11.9	21 11.9	20 12.3	15 12.6	15 11.7	15 11.7	15 7.8	14* 8.2	15* 8.0	15* 8.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				15,830 19.0					22,160 26.6					20,580 24.7			
	ABC TV					T.J. HOOKER (OP)				LOVE BOAT (OP)				P. COMO S CHRISTMAS PARIS					
	AVERAGE AUDIENCE (Households (000) & %)	{				12,160 14.6	13.7*	15.6*		18,410 22.1	20.7*	23.5*		15,660 18.8	19.6*	18.1*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				25 12.9	23* 14.6	26* 15.4		37 19.9	35* 21.5	40* 23.5		34 20.1	35* 19.1	33* 18.6			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				14,330 17.2	13,740 16.5		19,410 23.3										
	CBS TV	CBS NFL FOOTBALL SPEC. LOS ANGELES RAIDERS VS LOS ANGELES RAMS (4:00-7:00PM)				DR. SEUSS-GRINCH- XMAS (R)(OP)		NIGHT BEFORE CHRISTMAS (B)	CBS SAT. NIGHT MOVIE DEADLY ENCOUNTER										
	AVERAGE AUDIENCE (Households (000) & %)	{				12,160 14.6	12,410 14.9		11,750 14.1	12.0*	13.3*		14.9*		16.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				25 14.4	25 14.7	25 14.7	25 15.2	20* 12.2	20* 11.8	22* 13.2	22* 13.4	26* 14.9	30* 14.8	30* 16.0	33* 16.1		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				12,160 14.6	12,080 14.5		12,410 14.9	9,580 11.5	10,580 12.7								
	NBC TV					DIFF RENT STROKES-SAT.		SILVER SPOONS (OP)	GIMME A BREAK		LOVE, SIDNEY (OP)	DEVLIN CONNECTION							
	AVERAGE AUDIENCE (Households (000) & %)	{				10,500 12.6	11,000 13.2		10,910 13.1	8,910 10.7	8,160 9.8		9.6*		10.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				22 11.8	22 13.3	22 13.0	22 13.5	18 12.7	18 13.6	18 10.6	17* 10.8	18 9.4	17* 9.8	19* 10.1	19* 10.1		
TV HOUSEHOLDS USING TV		WK. 1	56.9	57.1	57.2	56.8	57.7	58.6	59.6	60.0	59.0	59.5	59.3	59.3	55.6	55.0	55.3		
(See Def. 1)		WK. 2	55.9	56.4	55.7	56.7	57.9	58.9	58.9	59.4	58.9	59.7	59.3	59.2	57.4	56.3	54.8		

U.S. TV Households: 83,300,000

(1)NFL FOOTBALL GAME-NBC-SAT,SAN DIEGO VS SAN FRANCISCO,NBC,(4:00-7:07PM)(S)

For explanation of symbols, See page A.

EVE.SAT. DEC.18, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

4,660
5.6

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

4,660
5.6

SHARE OF AUDIENCE %

11

AVG. AUD. BY ¼ HR. %

5.6

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

12,580
15.1

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

7,160
8.6

SHARE OF AUDIENCE %

25

AVG. AUD. BY ¼ HR. %

9.3

9.0*

23 *

8.8

8.7*

26 *

8.4

7.7

7.6*

27 *

7.3

TOTAL AUDIENCE
(Households (000) & %)

4,250
5.1

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

4,330
5.2

SHARE OF AUDIENCE %

11

AVG. AUD. BY ¼ HR. %

5.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

11,410
13.7

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

8,660
8.0

SHARE OF AUDIENCE %

24

AVG. AUD. BY ¼ HR. %

9.2

9.1*

23 *

9.0

7.8*

24 *

7.4

6.9

6.9*

25 *

6.9

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1

30.8

46.7

41.5

37.8

34.7

31.7

28.7

25.8

22.4

20.3

18.3

16.5

14.6

13.2

11.9

10.0

WK. 2

49.3

45.9

40.6

37.7

34.3

31.5

28.6

26.0

22.7

21.2

19.4

16.9

15.0

13.6

12.4

11.0

U.S. TV Households: 83,500,000

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,250 11.1	ABC NEWS CLOSEUP				14,740 17.7	MATT HOUSTON (OP)			20,330 24.4	ABC SUNDAY NIGHT MOVIE THE FINAL COUNTDOWN (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.5	7.2*		5.8*	11,250 13.5	12.2*	14.8*	17.0	14.7*	17.2*		18.5*	17.5*			
	SHARE OF AUDIENCE %	{	10	12 *		9 *	20	18 *	22 *	26	22 *	26 *		29 *	29 *			
	AVG. AUD. BY ¼ HR. %	{	7.7	6.6	5.7	5.8	10.6	13.9	14.8	14.9	13.3	16.1	16.9	17.5	18.6	18.4	18.0	17.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	30,240 36.3	60 MINUTES				19,410 23.3	18,410 22.1	20,580 24.7	20,160 24.2	20,240 24.3	TRAPPER JOHN, M.D.					
	AVERAGE AUDIENCE (Households (000) & %)	{	23,410 28.1	25.9*		30.4*	16,990 20.4	16,330 19.6	17,830 21.4	17,580 21.1	16,910 20.3	20.2*	20.4*					
	SHARE OF AUDIENCE %	{	44	42 *		47 *	31	29	31	31	33	32 *	34 *					
	AVG. AUD. BY ¼ HR. %	{	23.1	28.6	30.3	30.4	20.4	20.4	19.1	20.2	19.8	22.9	20.5	21.7	20.2	20.2	20.6	20.2
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	17,160 20.6	VOYAGERS (7:17-8:17PM) (OP)(+OP)				18,410 22.1	CHIPS (8:17-9:17PM) (OP)(+OP)			16,990 20.4	NBC SUNDAY NIGHT MOVIE THE FIRST DEADLY SIN (9:17-11:17PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	10,830 13.0	12.7*		12,580 15.1	14.5*	10,500 12.6	12.5*	12.4*	12.3*							
	SHARE OF AUDIENCE %	{	20	20 *		22	22 *	20	18 *	19 *	18 *	19 *	20 *					
	AVG. AUD. BY ¼ HR. %	{	19.6	10.9	12.0	13.5	15.2	13.6	14.2	14.9	17.5	12.6	12.4	12.6	12.3	12.5	12.2	12.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	13,080 15.7	RIPLEY'S BELIEVE IT-NOT (OP)				13,990 16.8	MATT HOUSTON (R)(OP)			22,910 27.5	ABC NFL FOOTBALL SPECIAL ATLANTA VS. SAN FRANCISCO (9:00-12:11AM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	8,580 10.3	10.5*		9,660 11.6	10.8*	11,000 13.2	12.3*	15.3*	14.2*	12.5*						
	SHARE OF AUDIENCE %	{	18	18 *		19	17 *	23	19 *	23 *	22 *	20 *						
	AVG. AUD. BY ¼ HR. %	{	10.2	10.8	10.4	9.5	10.2	11.4	11.7	13.0	11.3	13.3	15.2	15.3	14.4	13.9	12.3	12.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	25,910 31.1	60 MINUTES				17,580 21.1	17,410 20.9	19,830 23.8	19,740 23.7	19,490 23.4	TRAPPER JOHN, M.D.					
	AVERAGE AUDIENCE (Households (000) & %)	{	20,080 24.1	23.6*		24.7*	15,410 18.5	15,080 18.1	17,490 21.0	17,910 21.5	15,830 19.0	19.1*	18.9*					
	SHARE OF AUDIENCE %	{	40	40 *		40 *	30	28	32	32	32	30 *	33 *					
	AVG. AUD. BY ¼ HR. %	{	22.3	24.8	24.4	24.9	18.5	18.5	17.4	18.8	20.4	21.7	21.3	21.8	19.3	18.9	19.1	18.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,580 15.1	VOYAGERS (7:06-8:06PM) (OP)(+OP)				19,830 23.8	CHIPS (8:06-9:06PM) (OP)(+OP)			26,990 32.4	NBC SUNDAY NIGHT MOVIE OH GOD! BOOK II (9:06-11:06PM) (OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{	8,910 10.7	9.6*		13,830 16.6	14.7*	17.1*	23.0	21.6*	23.1*	23.5*	23.9*					
	SHARE OF AUDIENCE %	{	18	16 *		26	24 *	27 *	36	32 *	34 *	37 *	41 *					
	AVG. AUD. BY ¼ HR. %	{	9.4	9.7	10.7	11.5	14.2	15.0	16.4	17.7	21.1	21.9	22.8	23.3	23.6	23.4	23.7	24.1
TV HOUSEHOLDS USING TV		WK 1	62.2	62.7	64.1	65.4	66.1	67.0	67.0	67.6	68.0	68.2	67.8	66.9	64.7	63.0	60.9	59.0
(See Def. 1)		WK 2	59.1	60.4	61.1	61.5	61.2	62.5	63.3	65.0	65.9	66.8	67.7	66.9	63.8	61.9	58.7	56.7

U.S. TV Households: 83,300,000

(1) NFL FOOTBALL GAME 2 NBC, VARIOUS TEAMS AND TIMES, NBC, MULTI-SEGMENT TELECAST

for explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,920 4.7														
	ABC TV		ABC WEEKEND REPORT- SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.3														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 4.3														
1	TOTAL AUDIENCE (Households (000) & %)	{	5,750 6.9														
	CBS TV		CBS SUNDAY NEWS- OSGOOD														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,660 6.8														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 6.8														
1	TOTAL AUDIENCE (Households (000) & %)	{				1,670 2.0											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{				1,080 1.3											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%				6 1.5											
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
TV HOUSEHOLDS USING TV		WK. 1	52.7	45.0	37.0	30.8	25.5	22.4	19.4	18.0	15.8	13.8	12.6	11.0	8.9	7.5	6.7
(See Def. 1)		WK. 2	51.6	45.6	38.1	33.8	29.2	25.6	22.1	19.0	16.9	15.0	13.0	11.1	9.1	7.9	6.9

U.S. TV Households: 83,300,000

(1) ABC WEEKEND REPORT-SUN., ABC, (12:11-12:28AM)

A-19 (2) NBC SUNDAY NIGHT MOVIE, OH GOD! BOOK II, NBC, (9:06-11:06PM)

For explanation of symbols, See page A.

EVE.SUN. DEC.19, 1982

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	TOTAL AUDIENCE (Households (000) & %)		{		5,080 6.1		5,410 6.5										
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)		{		3,920 4.7		4,330 5.2										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		25 4.7 4.8		26 5.2 5.2										
E	TOTAL AUDIENCE (Households (000) & %)		{		3,420 4.1		3,750 4.5				3,580 4.3		3,580 4.3				
	CBS TV		{		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		CHILD S PLAY				
	AVERAGE AUDIENCE (Households (000) & %)		{		2,830 3.4		3,000 3.6				3,000 3.6		3,080 3.7				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		18 3.3 3.5		18 3.6 3.7				18 3.5 3.6		18 3.6 3.8				
K	TOTAL AUDIENCE (Households (000) & %)		{		4,580 5.5		4,580 5.5				2,830 3.4		4,580 5.5				
	NBC TV		{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DIFF RENT STROKES M-F		WHEEL OF FORTUNE				
	AVERAGE AUDIENCE (Households (000) & %)		{		3,580 4.3		3,750 4.5				2,420 2.9		3,830 4.6				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		23 4.2 4.4		22 4.5 4.5				14 2.6 3.1		22 4.7 4.6				
W	TOTAL AUDIENCE (Households (000) & %)		{		5,660 6.8		5,330 6.4										
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)		{		4,410 5.3		4,410 5.3										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		26 5.2 5.4		25 5.3 5.3										
E	TOTAL AUDIENCE (Households (000) & %)		{		3,670 4.4		4,000 4.8				3,920 4.7		4,170 5.0				
	CBS TV		{		CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		CHILD S PLAY				
	AVERAGE AUDIENCE (Households (000) & %)		{		3,000 3.6		3,250 3.9				3,330 4.0		3,580 4.3				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		18 3.4 3.7		18 3.9 3.8				19 3.8 4.2		20 4.2 4.4				
K	TOTAL AUDIENCE (Households (000) & %)		{		4,580 5.5		4,750 5.7				3,330 4.0		4,830 5.8				
	NBC TV		{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				FACTS OF LIFE M-F		WHEEL OF FORTUNE				
	AVERAGE AUDIENCE (Households (000) & %)		{		3,750 4.5		4,000 4.8				2,830 3.4		4,170 5.0				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		22 4.4 4.5		23 4.8 4.8				16 3.1 3.6		23 4.9 5.0				
TV HOUSEHOLDS USING TV WK. 1		10.8	13.2	15.7	17.3	18.8	19.9	20.1	20.2	20.4	20.2	19.8	20.3	20.1	20.3	20.4	20.7
(See Def. 1) WK. 2		10.8	13.3	16.0	17.8	19.7	21.3	21.8	21.6	20.7	20.7	20.7	20.9	20.7	21.1	21.3	21.8
U.S. TV Households: 83 300 000																	

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,160 6.2				{ 5,000 6.0		{ 5,000 6.0		{ 9,330 11.2			{ 8,580 10.3					
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN S HOPE		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,670 4.4	4.0*		4.7*	{ 4,170 5.0		{ 4,330 5.2		{ 7,410 8.9	8.3*		{ 6,750 8.1	7.9*		8.3*		
	SHARE OF AUDIENCE %	21	19 *		21 *	21		21		32	31 *		34 *	30	29 *		31 *	
	AVG. AUD. BY ¼ HR. %	3.8	4.1	4.6	4.8	4.7	5.2	5.0	5.3	7.7	8.9	9.6	9.5	8.0	7.9	8.1	8.4	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,500 7.8		{ 7,750 9.3		{ 8,160 9.8			{ 7,500 9.0			{ 4,910 5.9						
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 >(SUS-OP)(OP)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,500 6.6	{ 6,750 8.1			{ 5,910 7.1	7.0*	{ 5,910 7.1	7.0*	{ 5,750 6.9	6.8*		{ 4,500 5.4	7.1*	20	5.4		
	SHARE OF AUDIENCE %	32	37			29	30 *	29	30 *	25	24 *		26 *	20	5.4	5.5		
	AVG. AUD. BY ¼ HR. %	6.2	7.0	7.8	8.3	7.1	7.0	7.1	7.1	6.8	6.7	7.1	7.2	5.4	5.5			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,330 4.0				{ 1,670 2.0		{ 2,250 2.7		{ 5,330 6.4			{ 5,000 6.0					
	NBC TV	TEXAS >(SUS-OP)				DOCTORS >(SUS-OP)		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,420 2.9	2.8*		2.8*	{ 1,420 1.7		{ 1,920 2.3		{ 3,920 4.7	4.4*		{ 3,750 4.5	4.4*		4.6*		
	SHARE OF AUDIENCE %	14	14 *		13 *	7		10		17	16 *		17	16 *		17 *		
	AVG. AUD. BY ¼ HR. %	2.9	2.7	2.9	2.8	1.8	1.7	2.2	2.3	4.3	4.5	4.8	5.1	4.4	4.4	4.6	4.5	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,660 6.8				{ 4,830 5.8		{ 5,660 6.8		{ 9,750 11.7			{ 8,750 10.5					
	ABC TV	LOVE BOAT DAYTIME >(SUS-OP)				FAMILY FEUD		RYAN S HOPE		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,750 4.5	4.0*		5.0*	{ 4,000 4.8		{ 4,150 5.7		{ 7,580 9.1	8.6*		{ 6,750 8.1	7.9*		8.2*		
	SHARE OF AUDIENCE %	20	19 *		22 *	19		22		32	31 *		33 *	30	29 *		31 *	
	AVG. AUD. BY ¼ HR. %	4.0	4.1	4.8	5.2	4.6	5.1	5.7	5.8	8.3	8.9	9.6	9.5	7.9	7.9	8.1	8.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,830 8.2		{ 7,750 9.3		{ 8,910 10.7			{ 7,910 9.5			{ 5,660 6.8						
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL						
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,910 7.1	{ 6,750 8.1			{ 6,660 8.0	7.9*	{ 6,660 8.0	7.9*	{ 6,410 7.7	7.4*		{ 5,160 6.2	8.0*	23	6.2		
	SHARE OF AUDIENCE %	33	35			32	32 *	32	32 *	31 *	28	26 *		29 *	23	6.2		
	AVG. AUD. BY ¼ HR. %	6.7	7.4	7.9	8.3	7.8	8.0	8.0	8.3	7.4	7.3	7.9	8.0	6.1	5.3			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.2				{ 1,670 2.0		{ 2,420 2.9		{ 5,410 6.5			{ 4,910 5.9					
	NBC TV	TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,420 2.9	2.9*		2.9*	{ 1,420 1.7		{ 2,000 2.4		{ 4,000 4.8	4.6*		{ 3,670 4.4	4.3*		4.5*		
	SHARE OF AUDIENCE %	13	13 *		13 *	7		9		17	16 *		18 *	16 *		17 *		
	AVG. AUD. BY ¼ HR. %	3.0	2.8	2.9	2.9	1.8	1.7	2.3	2.4	4.3	4.8	5.0	5.2	4.3	4.4	4.5		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.6	21.2	21.8	22.4	23.9	25.4	24.9	25.4	26.5	27.5	27.8	27.9	27.0	27.5	26.4	27.3
		WK. 2	21.4	22.4	23.1	23.8	25.4	26.6	25.8	26.4	27.1	28.1	28.0	27.9	26.8	27.4	26.5	27.3
U.S. TV Households: 83,300,000																		

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,330 12.4		GENERAL HOSPITAL		{ 3,830 4.6		EDGE OF NIGHT						{ 11,410 13.7		ABC WORLD NEWS TONIGHT	
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,160 9.8		9.6*		10.1*		{ 3,500 4.2						{ 10,160 12.2			
	SHARE OF AUDIENCE %	33		34 *		32 *		13						21			
W E E K 2	AVG. AUD. BY ¼ HR.	% 9.3		9.9		10.0		10.1		4.2		4.0		12.0		12.3	
	TOTAL AUDIENCE (Households (000) & %)	{ 7,250 8.7		GUIDING LIGHT (OP)		{ 2,750 3.3		TATTLETALES		(S)(OP)				{ 14,580 17.5		CBS EVENING NEWS- RATHER	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,830 7.0		6.7*		7.3*		{ 2,330 2.8						{ 12,910 15.5			
W E E K 1	SHARE OF AUDIENCE %	24		24 *		23 *		9						26			
	AVG. AUD. BY ¼ HR.	% 6.5		6.9		7.1		7.4		2.8		2.8		15.3		15.6	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,410 5.3		FANTASY		{ (S)(OP)								{ 11,250 13.5		NBC NIGHTLY NEWS	
	NBC TV																
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{ 3,080 3.7		3.6*		3.9*								{ 9,830 11.8			
	SHARE OF AUDIENCE %	12		13 *		13 *								20			
	AVG. AUD. BY ¼ HR.	% 3.4		3.7		3.8		4.0						11.5		12.1	
	TOTAL AUDIENCE (Households (000) & %)	{ 10,410 12.5		GENERAL HOSPITAL		{ 3,750 4.5		EDGE OF NIGHT		(S)(OP)				{ 11,080 13.3		ABC WORLD NEWS TONIGHT	
W E E K 2	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,330 10.0		9.7*		10.3*		{ 3,250 3.9						{ 9,580 11.5			
	SHARE OF AUDIENCE %	34		34 *		33 *		12						20			
	AVG. AUD. BY ¼ HR.	% 9.4		10.1		10.3		10.3		4.1		3.7		11.4		11.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,500 9.0		GUIDING LIGHT (OP)		{ 2,750 3.3		TATTLETALES						{ 13,910 16.7		CBS EVENING NEWS- RATHER	
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,080 7.3		7.2*		7.5*		{ 2,250 2.7						{ 12,500 15.0			
	SHARE OF AUDIENCE %	24		25 *		24 *		8						26			
W E E K 2	AVG. AUD. BY ¼ HR.	% 7.0		7.4		7.5		7.4		2.6		2.7		15.0		15.0	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,410 5.3		FANTASY		{ (S)(OP)								{ 11,160 13.4		NBC NIGHTLY NEWS	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,080 3.7		3.6*		3.9*								{ 10,000 12.0			
W E E K 2	SHARE OF AUDIENCE %	12		13 *		13 *								21			
	AVG. AUD. BY ¼ HR.	% 3.5		3.6		3.9		3.9						11.7		12.2	
	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)	28.2	29.9	31.3	32.9	33.0	35.0	36.4	39.3	41.3	44.6	47.1	49.9	53.4	55.9	57.9	59.4
	WK. 2	28.2	30.2	31.4	32.5	32.5	34.5	36.8	39.2	41.3	43.9	46.5	49.6	53.0	55.4	56.7	58.3
U.S. TV Households: 83,300,000																	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	ABC TV	TOTAL AUDIENCE (Households (000) & %)					2,500 3.0		4,750 5.7		5,830 7.0		6,910 8.3		4,750 5.7		5,500 6.6	
		AVERAGE AUDIENCE (Households (000) & %)					1,830 2.2		3,830 4.6		4,910 5.9		5,830 7.0		3,750 4.5		4,410 5.3	
		SHARE OF AUDIENCE %					17		25		27		28		16		19	
		AVG. AUD. BY ¼ HR.					1.9	2.6	4.1	5.0	5.8	6.0	6.7	7.3	4.7	4.3	5.2	5.3
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	2,080 2.5	← CAPTAIN KANGAROO-SAT →				2,250 2.7	3,080 3.7		3,170 3.8		6,000 7.2				8,330 10.0	
		AVERAGE AUDIENCE (Households (000) & %)	1,000 1.2					1,750 2.1	2,330 2.8		2,500 3.0		3,420 4.1				5,500 6.6	
		SHARE OF AUDIENCE %	17					16	15		14		15				23	
		AVG. AUD. BY ¼ HR.	.9					2.0	2.3	2.8	2.8	3.2	2.8	3.1	5.1	5.4	6.0	6.5
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)					4,080 4.9		5,410 6.5		8,410 10.1		8,750 10.5		10,330 12.4		7,660 9.2	
		AVERAGE AUDIENCE (Households (000) & %)					3,080 3.7		4,410 5.3		6,660 8.0		7,660 9.2		8,910 10.7		6,250 7.5	
		SHARE OF AUDIENCE %					28		29		37		37		38		26	
		AVG. AUD. BY ¼ HR.					3.3	4.1	4.7	6.0	7.9	8.2	8.7	9.6	10.7	10.8	7.5	7.4
1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					2,420 2.9		3,920 4.7		5,830 7.0		7,000 8.4		5,410 6.5		6,080 7.3	
		AVERAGE AUDIENCE (Households (000) & %)					1,920 2.3		3,330 4.0		5,080 6.1		5,830 7.0		4,410 5.3		5,000 6.0	
		SHARE OF AUDIENCE %					19		25		30		30		22		23	
		AVG. AUD. BY ¼ HR.					1.8	2.7	3.6	4.4	5.8	6.4	6.7	7.3	5.2	5.4	6.0	6.0
E	CBS TV	TOTAL AUDIENCE (Households (000) & %)	1,670 2.0	← CAPTAIN KANGAROO-SAT →				1,750 2.1	3,330 4.0		3,420 4.1		6,410 7.7				7,750 9.3	
		AVERAGE AUDIENCE (Households (000) & %)	830 1.0					1,420 1.7	2,670 3.2		2,670 3.2		3,500 4.2				4,830 5.8	
		SHARE OF AUDIENCE %	15					14	20		16		18				22	
		AVG. AUD. BY ¼ HR.	.8					1.5	2.0	3.1	2.8	3.5	3.5	3.5	4.8	4.8	4.7	5.6
K	NBC TV	TOTAL AUDIENCE (Households (000) & %)					3,420 4.1		4,410 5.3		7,160 8.6		8,750 10.5		9,160 11.0		6,830 8.2	
		AVERAGE AUDIENCE (Households (000) & %)					2,670 3.2		3,420 4.1		5,580 6.7		7,160 8.6		8,000 9.6		5,830 7.0	
		SHARE OF AUDIENCE %					27		26		36		38		39		27	
		AVG. AUD. BY ¼ HR.					2.5	3.8	3.8	4.5	5.8	7.6	8.3	8.9	9.4	9.8	7.0	6.9
TV HOUSEHOLDS USING TV			WK. 1	6.1	7.5	8.7	11.5	13.4	15.1	17.9	20.6	22.5	23.7	24.7	26.6	28.3	29.4	28.6
(See Def. 1)			WK. 2	5.5	7.0	8.1	10.3	13.0	15.5	17.0	18.3	19.3	21.4	22.5	23.8	24.5	25.6	25.9
U.S. TV Households: 83,300,000																		

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,920 4.7		{ 6,000 7.2		{ 5,500 6.6		{ 5,660 6.8		{ 10,000 12.0								
	ABC TV	SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-1		SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-2 (OP)		ABC WEEKEND SPECIALS ZACK AND THE MAGIC FACTORY, PART 1		AMERICAN BANDSTAND 83 (12:30-1:00PM) (4:03-4:30PM)		NCAA POST SEASON-IAA-II VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST								
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,080 3.7		{ 5,000 6.0		{ 4,660 5.6		{ 2,580 3.1		{ 2,250 2.7		{ 3.4* 10 *		{ 2.1* 6 *		{ 2.7* 8 *		{ 2.2* 6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 3.4		{ 20 5.8		{ 18 5.7		{ 11* 4.0		{ 8 3.9		{ 10* 2.9		{ 6* 2.1		{ 8* 2.8		{ 6 2.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,830 3.4		{ 7,250 8.7		{ 23,240 27.9												
	CBS TV	BUGS BUNNY/ROAD RUNNER 2 (10:30-11:30AM) (OP)		MEATBALL & SPAGHETTI (B) (OP)		CBS NFL FTBL PRE SPECIAL		CBS NFL FTBL SPECIAL PHILADELPHIA VS NEW YORK GIANTS (12:30-1:29PM)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,500 7.0*		{ 5,750 6.9		{ 11,160 13.4		{ 9.9* 12.6*		{ 12.6* 37 *		{ 14.4* 42 *		{ 13.7* 39 *		{ 14.8* 40 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24* 7.0		{ 10 6.9		{ 38 6.5		{ 30* 10.6		{ 12.3 12.9		{ 14.3 14.5		{ 13.1 13.1		{ 14.4 14.8		{ 14.7 14.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,830 7.0		{ 7,000 8.4		{ 6,660 8.0		{ 4,750 5.7		{ 7,250 8.7								
	NBC TV	HULK/SPIDERMAN 1(B)		HULK/SPIDERMAN 2(B) (OP)		JETSONS		FLASH GORDON		NCAA BASKETBALL ILLINOIS VS KENTUCKY (1:30-3:19PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,000 6.0		{ 5,910 7.1		{ 5,410 6.5		{ 3,830 4.6		{ 3,250 3.9		{ 3.7* 11 *		{ 3.9* 11 *		{ 4.0* 11 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 21 6.1		{ 24 6.9		{ 21 6.5		{ 14 4.9		{ 11 3.7		{ 11* 3.7		{ 11* 4.2		{ 11* 3.7		{ 11* 4.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 5,830 7.0		{ 6,910 8.3		{ 7,080 8.5		{ 7,250 8.7										
	ABC TV	SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-1		SCOOBY & SCRAPPY/SCOOBY & SCRAPPY/ PUPPY-2 (OP)		ABC WEEKEND SPECIALS ZACK AND THE MAGIC FACTORY, PART 2		AMERICAN BANDSTAND 83										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 6.2		{ 5,750 6.9		{ 5,750 6.9		{ 4,830 5.8		{ 6.0* 17 *		{ 6.0* 17 *		{ 6.0* 17 *		{ 6.0* 17 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 5.9		{ 24 6.4		{ 22 7.2		{ 17 6.6		{ 17* 6.0		{ 17* 6.0		{ 17* 6.0		{ 17* 6.0		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 3,670 4.4		{ 4,000 4.8		{ 8,580 10.3												
	CBS TV	BUGS BUNNY/ROAD RUNNER 2 (10:00-11:30AM) (OP)		MEATBALL & SPAGHETTI (OP)		(1)		NCAA FOOTBALL SPECIAL EASTERN KENTUCKY VS DELAWARE (12:00-3:35PM)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,170 6.6*		{ 3,670 4.4		{ 3,080 3.7		{ 3.9* 12 *		{ 3.9* 11 *		{ 3.6* 11 *		{ 4.3* 13 *		{ 3.4* 10 *		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24* 7.0		{ 13 6.1		{ 15 4.4		{ 11 4.0		{ 12* 4.1		{ 11* 3.7		{ 11* 4.0		{ 13* 3.4		{ 10* 3.5
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,830 7.0		{ 7,660 9.2		{ 8,330 10.0		{ 22,490 27.0										
	NBC TV	HULK/SPIDERMAN 1		HULK/SPIDERMAN 2 (OP)		NFL 82-NBC-SAT		NFL FOOTBALL GAME-NBC-SA NEW YORK JETS VS MIAMI (12:30-3:47PM)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 6.2		{ 6,330 7.6		{ 6,080 7.3		{ 11,160 13.4		{ 9.7* 39 *		{ 12.1* 35 *		{ 13.6* 40 *		{ 13.5* 41 *		{ 15.5* 45 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 22 6.0		{ 26 7.3		{ 24 7.4		{ 39 9.1		{ 30* 10.2		{ 35* 11.6		{ 40* 12.6		{ 41* 13.5		{ 45* 13.7
TV HOUSEHOLDS USING TV WK. 1		28.8	29.8	30.3	30.3	31.0	31.7	32.7	34.0	33.9	34.1	34.2	34.3	34.7	36.2	36.3	38.8	
(See Def. 1) WK. 2		27.9	28.3	28.9	30.4	30.4	31.7	32.4	32.7	33.9	34.8	34.0	34.5	33.6	33.9	34.5	34.8	
U.S. TV Households: 83,300,000																		

U.S. TV Households: 83,300,000

(1) NCAA TODAY SPEC. EDITION, CBS, (12:00-12:15PM)(S)

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	<div> <div>12,660 15.2</div> <div>ABC WIDE WORLD-SPORTS SAT</div> </div>															
	ABC TV	<div> <div>NCAA POST SEASON-IAA-11 VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST (12:30-1:00PM) (OP)</div> <div>AMERICAN BANDSTAND 83 (12:30-1:00PM) (4:00-4:30PM) (OP)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>6,910 8.3</div> <div>6.2*</div> <div>9.3*</div> <div>9.4*</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>16</div> <div>13 *</div> <div>19 *</div> <div>17 *</div> </div>															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	<div> <div>9,500 11.4</div> <div>11,830 14.2</div> <div>4,170 5.0</div> <div>12,000 14.4</div> </div>															
	CBS TV	<div> <div>(1) (-OP)</div> <div>CBS NFL FTBL POST SPEC (12:30-1:00PM) (OP)</div> <div>CBS NCAA BASKETBALL-SAT HOUSTON VS SYRACUSE, USC VS IOWA (3:45-5:49PM) (-OP)</div> <div>CBS NCAA BNL POST-SAT (5:49-6:00PM)(OP)</div> <div>CBS SAT. NEWS-SCHIEFFER</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>8,660 10.4</div> <div>5,250 6.3</div> <div>4,580 5.5</div> <div>9,830 11.8</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>28</div> <div>15</div> <div>12</div> <div>21</div> </div>															
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	<div> <div>8,000 9.6</div> <div>26,660 32.0</div> <div>14,240 17.1</div> </div>															
	NBC TV	<div> <div>NCAA BASKETBALL ILLINOIS VS KENTUCKY (1:30-3:19PM)(SUS-OP)</div> <div>NFL 82-NBC-SAT</div> <div>NFL FOOTBALL GAME-NBC-SAT SAN DIEGO VS SAN FRANCISCO (4:00-7:00PM)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>5,750 6.9</div> <div>13,080 15.7</div> <div>15.4*</div> <div>14.6*</div> <div>18.0*</div> <div>19.6*</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>18</div> <div>34</div> <div>35 *</div> <div>32 *</div> <div>35 *</div> <div>36 *</div> </div>															
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	<div> <div>7,500 9.0</div> <div>28,570 34.3</div> <div>14,240 17.1</div> </div>															
	CBS TV	<div> <div>(2) (-OP)</div> <div>CBS NFL FOOTBALL PRE SPEC (3:35-4:00PM) (OP)</div> <div>CBS NFL FOOTBALL SPEC LOS ANGELES RAIDERS VS LOS ANGELES RAMS (4:00-7:30PM)</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>5,410 6.5</div> <div>13,240 15.9</div> <div>11.8*</div> <div>14.9*</div> <div>15.7*</div> <div>14.7*</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>9 *</div> <div>36</div> <div>32 *</div> <div>40 *</div> <div>38 *</div> <div>34 *</div> </div>															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	<div> <div>11,830 14.2</div> <div>4,410 5.3</div> <div>9,750 11.7</div> </div>															
	NBC TV	<div> <div>NFL FOOTBALL GAME-NBC-SAT NEW YORK JETS VS MIAMI (12:30-3:47PM) (-OP)</div> <div>NCAA BASKETBALL IOWA VS UCLA (3:47-5:43PM) (OP)(-OP)</div> <div>NCAA BASKETBALL POST (5:43-6:00PM) (OP)</div> <div>NBC NIGHTLY NEWS SAT.</div> </div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div> <div>4,660 5.6</div> <div>6.0*</div> <div>4.7*</div> <div>8,160 9.8</div> </div>															
	SHARE OF AUDIENCE %	<div> <div>46 *</div> <div>15</div> <div>16 *</div> <div>13 *</div> <div>5.1*</div> <div>4.9</div> </div>															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	38.3	39.0	38.9	40.0	40.4	41.3	42.8	45.2	47.1	47.7	48.6	50.7	54.3	55.0	56.4
		WK. 2	35.6	36.8	37.2	38.0	38.2	38.5	37.9	39.7	42.4	44.6	45.0	45.9	49.2	51.0	53.1
U.S. TV Households: 83,300,000																	

(1) CBS NFL FTBL SPECIAL, PHILADELPHIA VS NEW YORK GIANTS, CBS, (12:30-3:29PM)(S)
 (2) NCAA FOOTBALL SPECIAL, EASTERN KENTUCKY VS DELAWARE, CBS, (12:00-3:35PM)(S)

For explanation of symbols See page A

DAY SAT. DEC.18, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)													1,670 2.0	2,080 2.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:07AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:07-11:00AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,080 1.3	1,750 2.1						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													6 1.1	6* 1.5						
E E K 2	TOTAL AUDIENCE (Households (000) & %)													6,410 7.7							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													3,830 4.6	3.8*		5.0*		4.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													21 3.5	21* 4.2		23* 5.1		20* 4.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,170 1.4	1,420 1.7						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500 5.4	4.7*		5.9*		5.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													24 4.3	25* 5.0		26* 5.8		23* 5.9		5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													1,000 1.2	1,250 1.5						
	ABC TV													BEST/KIDS- PEOPLE TOO I (9:30-10:10AM) (-OP)	BEST/KIDS- PEOPLE TOO II (10:10-10:30AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)													1,000 1.2	1.2*		1,250 1.5				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %													5 1.1	5* 1.2		6 1.3		1.6		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)													7,660 9.2							
	CBS TV	LONE RANGER/ ZORRO (SUS) (SUS-OP)	KWICKY KOALA SHOW (SUS) (SUS-OP)		CAPTAIN KANGAROO-SUN (SUS)		SUNDAY MORNING		FOR OUR TIMES (SUS)												
	AVERAGE AUDIENCE (Households (000) & %)													4,500							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. DEC.12, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{		5,910 7.1		THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		3,830 4.6		4.5*		4.7*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		14 4.5		14 *		14 *									
E	TOTAL AUDIENCE (Households (000) & %)	{		3,920 4.7		FACE THE NATION		8,330 10.0		26,820 32.2							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,920 3.5		6,330 7.6		12,500 15.0		12.7*		14.4*		15.2*		15.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		11 3.5		22 6.9		34 8.3		32 *		34 *		35 *		34 *	
K	TOTAL AUDIENCE (Households (000) & %)	{		2,750 3.3		6,250 7.5		22,410 26.9									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,170 2.6		4,580 5.5		11,160 13.4		10.6*		12.9*		13.2*		13.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		9 2.7		16 5.2		31 5.8		27 *		31 *		30 *		31 *	
1	TOTAL AUDIENCE (Households (000) & %)	{		5,660 6.8		THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)									
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		3,670 4.4		4.4*		4.4*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		15 4.3		16 *		15 *									
E	TOTAL AUDIENCE (Households (000) & %)	{		4,580 5.5		FACE THE NATION		7,910 9.5		27,740 33.3							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		3,830 4.6		6,330 7.6		14,160 17.0		13.1*		16.6*		17.7*		17.5*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		16 4.5		24 4.7		41 7.1		36 *		41 *		44 *		43 *	
K	TOTAL AUDIENCE (Households (000) & %)	{		3,580 4.3		6,500 7.8		22,490 27.0									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,500 3.0		5,250 6.3		10,330 12.4		9.4*		12.0*		12.8*		12.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		11 2.9		21 3.1		31 5.5		27 *		30 *		32 *		32 *	
2	TOTAL AUDIENCE (Households (000) & %)	{		2,500 3.0		5,250 6.3		10,330 12.4		9.4*		12.0*		12.8*		12.9*	
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,500 3.0		5,250 6.3		10,330 12.4		9.4*		12.0*		12.8*		12.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	{		11 2.9		21 3.1		31 5.5		27 *		30 *		32 *		32 *	
TV HOUSEHOLDS USING TV		WK. 1	29.5	30.3	31.2	31.7	31.9	34.1	35.8	38.3	41.1	42.4	43.2	44.0	44.9	44.6	44.7
(See Def. 1)		WK. 2	27.5	27.7	28.1	28.0	28.0	29.6	30.9	33.6	35.5	37.7	40.0	40.5	40.1	40.3	40.2
U.S. TV Households: 83,300,000																	45.2
																	41.4

For explanation of symbols, See page A.

DAY SUN. DEC.19, 1982

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)																10,330 12.4
	ABC TV																ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																8,910 10.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																18 10.7
E	TOTAL AUDIENCE (Households (000) & %)																6,580 7.9
	CBS TV																CBS EVENING NEWS- DEAN (B)
	AVERAGE AUDIENCE (Households (000) & %)																5,750 6.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																12 6.5
K	TOTAL AUDIENCE (Households (000) & %)																7.3
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
1	TOTAL AUDIENCE (Households (000) & %)																28,070 33.7
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W	TOTAL AUDIENCE (Households (000) & %)																2,420 2.9
	ABC TV																3,080 3.7
	AVERAGE AUDIENCE (Households (000) & %)																9,160 11.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																ABC WRD NEWS TONIGHT-SUN
E	TOTAL AUDIENCE (Households (000) & %)																7,580 9.1
	CBS TV																17 8.5
	AVERAGE AUDIENCE (Households (000) & %)																9.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
K	TOTAL AUDIENCE (Households (000) & %)																4,660 5.6
	CBS TV																6,500 7.8
	AVERAGE AUDIENCE (Households (000) & %)																5,160 6.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																11 6.0
2	TOTAL AUDIENCE (Households (000) & %)																25,490 30.6
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	47.1	48.1	47.5	48.2	47.8	47.6	48.4	48.8	49.2	50.6	51.7	54.6	58.3	59.5	60.2
(See Def. 1)		WK. 2	42.1	42.7	44.1	45.4	45.2	44.9	45.0	46.1	48.0	49.9	51.3	52.7	54.1	55.1	55.9
U.S. TV Households: 83,300,000																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC NFL MONDAY NIGHT FOOTBALL		9.00-12.15AM	*GRID	29,650	35.6	14,580	17.5	29			32,070	38.5	17,240	20.7	34				
			11.00						16.6							21.8			
			11.15				16.5*	29*	16.3					20.0*	35*	18.3			
			11.30						17.5							16.7			
			11.45				16.5*	36*	15.5					15.8*	36*	14.9			
			12.00						12.5							12.6			
NBC NBC NEWS CAPSULE-2-MON(SUS)	2	9.58- 9.59PM	9.45																
EVENING TUESDAY																			
CBS NEWSBREAK TUE (B)	1	8.58- 8.59PM	8.45	8,080	9.7	8,080	9.7	15	9.7										
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.58 9.59PM	9.45																
EVENING WEDNESDAY																			
ABC ABC SPECIAL RPT-7.53(SUS)	1	7.53- 7.56PM	7.45																
ABC ABC SPECIAL REPORT-8.07(SUS)	1	8.07 8.19PM	8.00																
ABC ABC SPECIAL REPORT-8.31(SUS)	1	8.31- 8.43PM	8.30																
CBS SEVEN BRIDES/SEVEN BRO(B)	1	8.24- 9.24PM	*GRID	18,490	22.2	11,830	14.2	21											
			9.15					16.8*	24*	17.3									
CBS CBS WEDNESDAY NIGHT MOVIE	1	9.24-10.52PM	*GRID	22,660	27.2	14,240	17.1	28											
	1	10.58-11.30PM																	
			11.00						17.1										
			11.15					16.9*	32*	16.7									
CBS CBS NEWS SPEC RPT-10.52PM(SUS)	1	10.52-10.58PM	10.45																
NBC NBC SPECIAL REPORT 1(SUS)	1	7.44- 7.49PM	7.30																
NBC NBC SPECIAL REPORT 2(SUS)	1	9.09- 9.14PM	9.00																
NBC NBC NEWS CAPSULE-2-WED(SUS)	2	9.58- 9.59PM	9.45																
EVENING THURSDAY																			
NBC NBC NEWS CAPSULE-2-THU(SUS)	1	9.58- 9.59PM	9.45																
EVENING FRIDAY																			
NBC NBC NEWS CAPSULE-2-FRI(SUS)	2	9.58- 9.59PM	9.45																
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	9,410	11.3	9,410	11.3	19	11.3										
	2	8.57- 8.59PM	8.45																
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,830	15.4	12,830	15.4	26	15.4			13,580	16.3	12,660	15.2	26	15.2		
CBS NEWSBREAK-SAT.	2	8.28- 8.29PM	8.15									17,660	21.2	17,660	21.2	36	21.2		
	1	8.57- 8.59PM	8.45	13,330	16.0	12,330	14.8	25	14.8			10,910	13.1	10,910	13.1	22	13.1		
NBC NBC NEWS CAPSULE-SAT		8.58- 8.59PM	8.45	7,660	9.2	7,660	9.2	15	9.2										
NBC NBC NEWS CAPSULE-2-SAT(SUS)	1	9.58- 9.59PM	9.45									9,330	11.2	9,330	11.2	19	11.2		
NBC NBC NEWS CAPSULE-2-SAT.	2	9.58- 9.59PM	9.45																
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	2	7.57- 7.59PM	7.45									8,160	9.8	8,160	9.8	17	9.8		
ABC ABC NEWSBRIEF-SUN.	2	8.31- 8.32PM	8.30									8,830	10.6	8,160	9.8	17	9.8		
												9,330	11.2	9,330	11.2	18	11.2		

U.S. TV HOUSEHOLDS: 83,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING SUNDAY-CONT'D																	
ABC ABC SPORTS UPDATE-SUN	1	8.33- 8.34PM	8.30	11,910	14.3	11,910	14.3	21	14.3								
ABC ABC NFL FOOTBALL SPECIAL(S)	2	9.00-12.11AM	+GRID 12.00								22,910	27.5	11,000	13.2	23	11.2	
ABC ABC NEWSBRIEF-SUN.	1	9.58- 9.59PM	9.45	14,410	17.3	14,410	17.3	26	17.3								
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	15,160	18.2	15,160	18.2	27	18.2		14,830	17.8	14,830	17.8	27	17.8	
NBC NFL FOOTBALL GAME 2-NBC	1	4.00- 7.13PM	+GRID	28,070	33.7	12,990	15.6	30			25,490	30.6	12,580	15.1	31	15.3	
	2	4.00- 6.52PM	+GRID 7.00 7.15						15.9								
NBC VOYAGERS	2	7.06- 8.06PM	+GRID								12,580	15.1	8,910	10.7	18		
	1	7.17- 8.17PM	+GRID 8.00 8.15	17,160	20.6	10,830	13.0	20								13.6	
NBC CHIPS	2	8.06- 9.06PM	+GRID						15.0								
	1	8.17- 9.17PM	+GRID 9.00 9.15	18,410	22.1	12,580	15.1	22			19,830	23.8	13,830	16.6	26	21.7	
NBC NBC NEWS CAPSULE-SUN	2	9.04- 9.05PM	9.00						15.4								
	1	9.15- 9.16PM	9.15	11,580	13.9	11,580	13.9	20	13.9		15,240	18.3	15,240	18.3	28	18.3	
NBC NBC NEWS CAPSULE-2-SUN.	1	10.06-10.07PM	10.00	9,660	11.6	9,660	11.6	18	11.6								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45 10.00	13,580	16.3	13,330	16.0	25	12.8 19.0 10.2	M-F TU-TH FRI.	13,410	16.1	12,500	15.0	23	17.9 15.6	
ABC ABC NEWS:NIGHTLINE-T-F	1	>	11.30	7,250	8.7	5,750	6.9	19	7.7	TU-F							
	2	11.30-12.00MD	11.30 11.45 12.00				7.0*	19*	6.2 5.1	TU-F WED.	6,080	7.3	4,910	5.9	16	6.8 5.1	
ABC LAST WORD	1	>	12.00	3,830	4.6	2,420	2.9	12	4.0	TU-F							
	2	12.00- 1.00AM	12.00 12.15 12.30 12.45 1.00				3.6*	13*	3.2 2.5 2.1	TU-F TU-F TU-F	3,250	3.9	2,080	2.5 2.9*	10 10*	3.1 2.7 2.3	
ABC ABC NEWS:NIGHTLINE-MON		12.45- 1.15AM	12.45 1.00	3,580	4.3	3,000	3.6	19	2.2	TU & W				2.2*	10*	2.0 2.0	
CBS NEWSBREAK-M-F		>	8.45 9.15	14,830	17.8	13,990	16.8	25	4.0 3.2	MON. MON.	2,920	3.5	2,330	2.8	16	3.2 2.4	
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00	7,500	9.0	4,750	5.7	20	17.8 15.5	MWTHF WED.	12,910	15.5	12,830	15.4	24	15.3	
							6.4*	18*	6.7 6.1	M-F MTUTHF	7,830	9.4	5,250	6.3 6.6*	21 18*	6.9 6.3	
							5.7*	21*	5.9 5.6	M-F M-F				6.1*	21*	6.2 6.1	
							4.2*	22*	5.1 3.9	M-F M-F						5.7	
									4.2	WED.							
CONT'D																	
41 U.S. TV HOUSEHOLDS: 83,300,000																	
FOR EXPLANATION OF SYMBOLS, SEE PAGE A.																	
*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE I-CONT'D		VARIOUS TIMES	1.15 (SUS)						4.0	WED.									
CBS LATE MOVIE II		>	12.30	3,920	4.7	3,170	3.8	22	4.2	M-F	4,500	5.4	3,580	4.3	24	4.9	M-F		
			12.45				3.5*	13*	4.1	MTUTHF				4.2*	16*	4.6	M-F		
			1.00						3.7	M-F						4.2	M-F		
			1.15				3.6*	22*	3.5	M-F				4.1*	25*	3.9	M-F		
			1.30						3.8	M-W									
			1.45				3.9*	34*	3.9	M-W									
			2.00						3.5	WED.									
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,580	1.9	1,170	1.4	18	1.6	MTUTHS	1,670	2.0	1,420	1.7	19	1.8	M-THSU		
			2.15						1.2	MTUTHS						1.6	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,330	2.8	750	.9	21		M-THSU	2,580	3.1	920	1.1	25		M-THSU		
			2.30						1.3	M-THSU						1.7	M-THSU		
			2.45				1.2*	18*	1.2	M-THSU				1.6*	24*	1.5	M-THSU		
			3.00						1.2	M-THSU						1.3	M-THSU		
			3.15				1.1*	21*	1.1	M-THSU				1.3*	24*	1.2	M-THSU		
			3.30						.9	M-THSU						1.1	M-THSU		
			3.45				.9*	22*	.8	M-THSU				1.1*	26*	1.1	M-THSU		
			4.00						.8	M-THSU						1.0	M-THSU		
			4.15				.8*	23*	.7	M-THSU				.9*	24*	.9	M-THSU		
			4.30						.7	M-THSU						.9	M-THSU		
			4.45				.7*	23*	.7	M-THSU				.8*	24*	.8	M-THSU		
			5.30						1.0	M-THSU						.9	M-THSU		
			5.45				1.0*	26*	1.0	M-THSU				.9*	24*	.9	M-THSU		
NBC NBC NEWS CAPSULE-M-F		8.58- 8.59PM	8.45	11,000	13.2	11,000	13.2	20	13.2	M-F	11,000	13.2	11,000	13.2	20	13.2	M-F		
NBC NBC NEWS CAPSULE-2-M-F	1	>	9.45	12,250	14.7	12,250	14.7	22	14.7	MWF									
NBC NBC SPECIAL REPORT 3(SUS)	2	9.58- 9.59PM	9.45								8,500	10.2	8,500	10.2	15	10.2	TU&TH		
NBC TONIGHT SHOW	1	11.30-11.39PM	11.30							WED.									
		>	11.30	9,250	11.1	5,330	6.4	20	7.6	M-F	10,000	12.0	6,410	7.7	24	8.6	M-F		
			11.45				7.2*	20*	6.7	M-F				8.5*	24*	8.4	M-F		
			12.00						6.2	M-F						7.6	M-F		
			12.15				5.8*	21*	5.3	M-F				6.9*	24*	6.1	M-F		
			12.30						4.9	WED.									
NBC DAVID LETTERMAN I		>	12.30	2,670	3.2	2,250	2.7	14	3.0	M-TH	3,580	4.3	2,920	3.5	18	3.8	M-TH		
			12.45						2.6	M-TH						3.2	M-TH		
			1.00						2.5	WED.									
NBC SCTV NETWORK		12.30- 2.00AM	12.30	6,080	7.3	3,330	4.0	17	5.2	FRI.	6,910	8.3	2,920	3.5	16	5.5	FRI.		
			12.45				4.9*	18*	4.6	FRI.				4.9*	18*	4.4	FRI.		
			1.00						4.2	FRI.						3.7	FRI.		
			1.15				3.9*	17*	3.7	FRI.				3.3*	16*	2.8	FRI.		
			1.30						3.1	FRI.						2.4	FRI.		
			1.45				3.1*	17*	3.1	FRI.				2.4*	15*	2.4	FRI.		
NBC DAVID LETTERMAN II		>	1.00	2,170	2.6	1,750	2.1	15	2.3	M-TH	2,580	3.1	2,000	2.4	16	2.6	M-TH		
			1.15						2.0	M-TH						2.2	M-TH		
			1.30						1.5	WED.									
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,420	1.7	1,000	1.2	11	1.3	M-F	1,580	1.9	1,250	1.5	13	1.6	M-F		
CONT'D																			

A-43

U.S. TV HOUSEHOLDS: 83,300,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																		
NBC NBC NEWS OVERNIGHT-M-F-CONT'D																		
			1.45					1.3*	12*	1.3	M-TH							
			2.00							1.1	M-F			1.5*	13*	1.4	M-TH	
			2.15							1.1	M-F					1.4	M-F	
			2.30					1.3*	11*	1.1	M-F			1.4*	11*	1.5	M-F	
			2.45							1.5	FRI.					1.5	FRI.	
		VARIOUS TIMES	(SUS)							1.3	FRI.							
DAY MONDAY-FRIDAY																		
ABC ABC NEWS THIS MORNING-615(SUS)		6.15- 6.30AM	6.15								M-F						M-F	
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,420	1.7	1,330	1.6	15		1.6	M-F	1,920	2.3	1,750	2.1	18	2.1	M-F
ABC ABC SPECIAL REPORT-11.18(SUS)	2	11.18-11.28AM	11.15														TUE.	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,080	8.5	6,910	8.3	29		8.3	M-F	7,330	8.8	7,000	8.4	30	8.4	M-F
ABC ABC SPECIAL RPT-2.30(SUS)	1	2.30- 2.32PM	2.30								WED.							
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30									8,330	10.0	5,250	6.3	16	5.3	WED.
			4.45											5.6*	15*	6.0	WED.	
			5.00													7.1	WED.	
			5.15											7.0*	17*	7.0	WED.	
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,170	1.4	920	1.1	11		1.0	M-F	1,080	1.3	830	1.0	10	.9	M-F
			6.45							1.2	M-F						1.2	M-F
CBS CBS NEWS SPEC. REPORT-FRI(SUS)																		
CBS NEWSBREAK-11.57	1	11.55-12.13PM	11.45								FRI.							
CBS NEWSBREAK-3.57		11.57-11.59AM	11.45	5,660	6.8	5,500	6.6	30		6.6	M-TH	6,000	7.2	5,830	7.0	30	7.0	M-F
CBS AFTERNOON PLAYHOUSE-TUE(S)	1	3.57- 3.59PM	3.45	5,580	6.7	5,250	6.3	20		6.3	M-F	5,750	6.9	5,410	6.5	21	6.5	M-F
		4.30- 5.30PM	4.30	4,410	5.3	2,670	3.2	8		3.1	TUE.							
			4.45							2.9	TUE.							
			5.00							3.0*	8*							
			5.15							3.3	TUE.							
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30							3.6	TUE.							
			6.45	1,330	1.6	1,000	1.2	12		1.0	M-F	1,330	1.6	1,080	1.3	13	1.1	M-F
NBC REAGAN NEWS CONF.-NBC(SUS)	1	11.55-12.16PM	11.45							1.4	M-F						1.5	M-F
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	5,500	6.6	2,920	3.5	9			FRI.							
			4.15							4.0	TUE.							
			4.30							3.6	TUE.							
			4.45							3.5	TUE.							
										3.2*	8*							
DAY SATURDAY										2.9	TUE.							
NBC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	2,500	3.0	2,170	2.6	18		2.6		2,750	3.3	2,080	2.5	19	2.5	
NBC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	4,660	5.6	4,170	5.0	18		5.0		4,750	5.7	4,410	5.3	20	5.3	
NBC SCHOOLHOUSE ROCK-11.54AM		11.54-11.59AM	11.45	5,660	6.8	5,080	6.1	20		6.1		6,330	7.6	5,080	6.1	21	6.1	
NBC NCAA POST SEASON-IAA-II(S)	1	1.00- 4.08PM	4.00	10,000	12.0	2,250	2.7	8										
										3.1								
NBC IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,080	2.5	1,750	2.1	15		2.1		1,920	2.3	1,670	2.0	15	2.0	
NBC IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,500	3.0	2,080	2.5	13		2.5		2,420	2.9	2,170	2.6	15	2.6	
NBC IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,080	3.7	2,580	3.1	14		3.1		3,330	4.0	3,000	3.6	17	3.6	
NBC IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,000	3.6	2,750	3.3	13		3.3		3,420	4.1	3,170	3.8	16	3.8	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,500	6.6	5,330	6.4	22	6.4		5,330	6.4	5,160	6.2	23	6.2	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,410	7.7	5,750	6.9	23	6.9		5,080	6.1	4,660	5.6	20	5.6	
CBS IN THE NEWS-11.56AM	2	11.56-11.59AM	11.45								3,250	3.9	3,000	3.6	12	3.6	
CBS IN THE NEWS-11.56AM(B)	1	11.56-11.59AM	11.45	3,250	3.9	2,830	3.4	12	3.4								
CBS NCAA FOOTBALL SPECIAL(S)	2	12.15- 3.35PM	-GRID 3.30								8,580	10.3	3,080	3.7	11		2.9
CBS CBS NFL FTBL SPECIAL(S)	1	12.30- 3.29PM	-GRID 3.15	23,240	27.9	11,160	13.4	38	14.9								
CBS CBS NCAA BASKETBALL-SAT	1	3.45- 5.49PM	-GRID 5.45	11,830	14.2	5,250	6.3	15									
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,580	4.3	3,580	4.3	30	4.3		3,420	4.1	3,330	4.0	31	4.0	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	5,500	6.6	5,410	6.5	33	6.5		4,000	4.8	3,830	4.6	27	4.6	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	8,160	9.8	8,080	9.7	34	9.7		7,910	9.5	7,750	9.3	37	9.3	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	6,080	7.3	5,830	7.0	25	7.0		6,080	7.3	5,910	7.1	27	7.1	
NBC ASK NBC NEWS-11:58AM	2	11.58-12.00NN	11.45								6,330	7.6	5,910	7.1	24	7.1	
NBC ASK NBC NEWS-11:58AM(B)	1	11.58-12.00NN	11.45	5,910	7.1	5,580	6.7	22	6.7								
NBC NFL FOOTBALL GAME-NBC-SA(S)	2	12.30- 3.47PM	-GRID								22,490	27.0	11,160	13.4	39		
NBC BASKETBALL FILL(SUS)	1	3.19- 3.30PM	3.45 3.15														10.0
NBC NCAA BASKETBALL	2	3.47- 5.43PM	-GRID 5.30								11,830	14.2	4,660	5.6	15		6.1
DAY SUNDAY																	
ABC BEST/KIDS-PEOPLE TOO I	1	9.30-10.07AM	-GRID	1,670	2.0	1,080	1.3	6			1,170	1.4	1,000	1.2	5		1.4
	2	9.30-10.10AM	-GRID 10.00						1.6		1,330	1.6	1,330	1.6	6		1.6
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	1,830	2.2	1,750	2.1	8	2.1								
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15														
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45														
CBS CBS NFL FTBL GM1		1.00- 4.08PM	-GRID 3.45 4.00 4.15 4.30	26,820	32.2	12,500	15.0	34	14.1 2.9 <<		27,740	33.3	14,160	17.0 18.1*	41 40*	18.9 13.3 1.7 <<	
CBS IN THE NEWS.5.56PM-SUN(SUS)	2	5.56- 5.59PM	5.45														
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 3.58PM	-GRID	22,410	26.9	11,160	13.4	31			22,490	27.0	10,330	12.4	31	14.8 12.0	
	2	1.00- 4.16PM	-GRID 4.00 4.15						11.2								